

# Plain Talks

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GULF STATES UTILITIES COMPANY

AUGUST, 1963

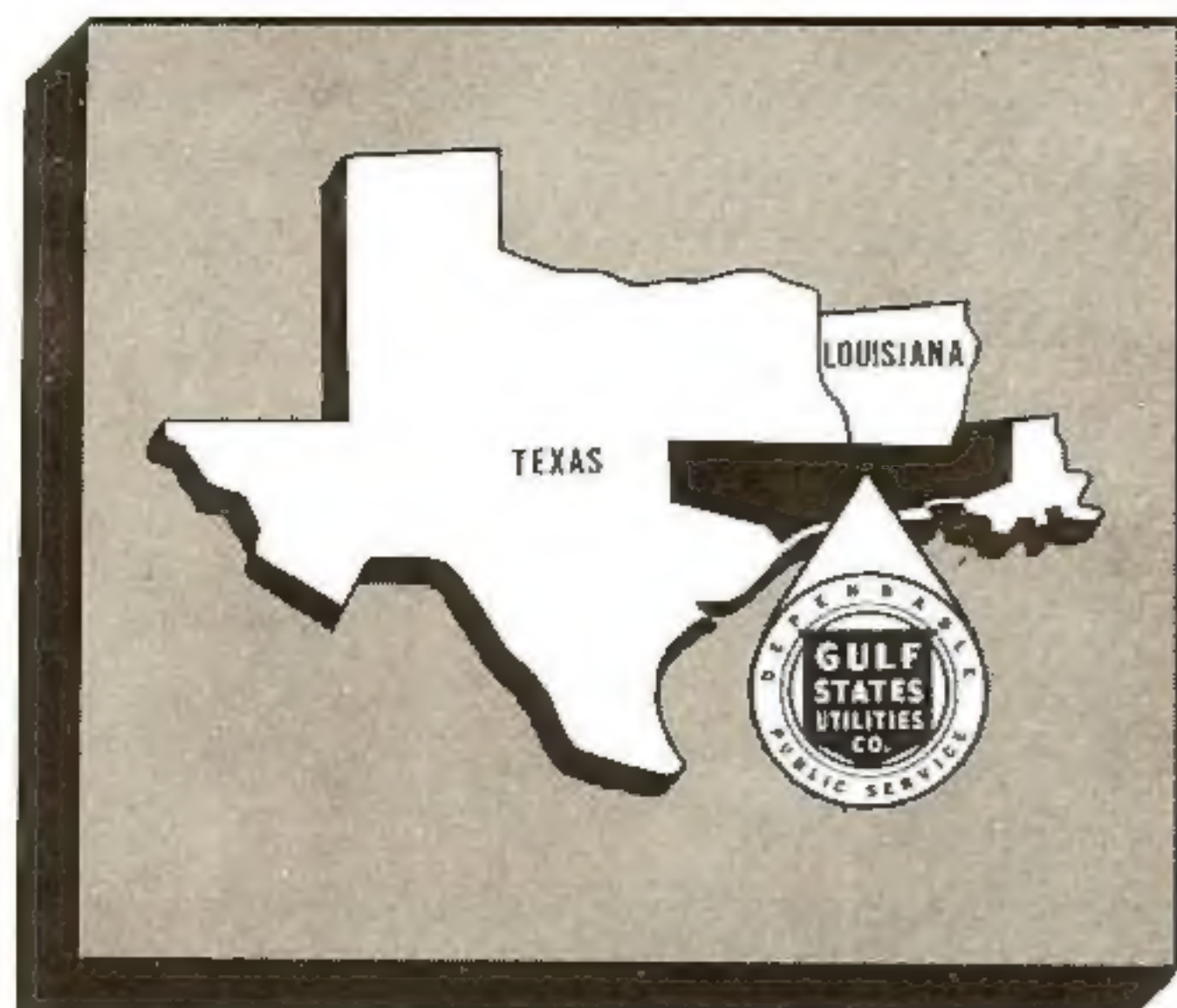


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- A Back-to-School Salute
- Meet PERT



August, 1963



# Plain Talks

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Bunch Eads  
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Plain Talks is issued monthly by the Advertising Department of Gulf States Utilities Company for employees, in the interest of broadening the knowledge and understanding of the Company, the area served, the investor-owned electric industry and the American Free Enterprise system.

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## OUR COVER

"LET me answer," begs each of the 26 eager students in the science class of Mrs. Eloise Howard at Orange's Anderson School as she asks a question about making dry cell batteries while teaching a unit on electricity. A number of the classroom aids Mrs. Howard uses have been supplied to her by our Company. For more on "The Teacher Who Teaches Better—Electrically" see page 5. There are a large number of teachers in our service area who are educators in the truest sense of the word. They know they are providing the very foundation for our nation's strength. We at Gulf States take pride in our work and we know that these teachers also take pride in their work. By using Mrs. Howard's picture on our cover, we offer a "back-to-school" salute to all of our dedicated educators.



## WHAT KIND OF NUT?

"WHAT kind of 'nut' is he? He wants to run his own business. He wants to select his own doctor. He wants to make his own bargains. He wants to buy his own insurance. He wants to select his own reading matter. He wants to provide for his own old age.

"He wants to make his own contracts. He wants to select his own charities. He wants to educate his children as he wishes. He wants to make his own investments. He wants to select his own friends. He wants to provide his own recreation.

"He wants to compete freely in the market place. He wants to grow by his own efforts. He wants to profit from his own errors. He wants to take part in the competition of ideas. He wants to be a man of good will.

"What kind of a nut is he? He's an American who understands and believes in the Declaration of Independence, that's what kind.

"Aren't you glad too? And don't you wonder why so many of our fellow Americans are trying so hard to destroy the kind of life that has made us the aim and the envy of every other people on earth?

"The question is: What kind of nuts are they?"

## DON'T LET ONE OF THESE MAKE YOU A LABOR DAY FATALITY

Here is a list, compiled by the National Safety Council, of attitudes sometimes seen on the road — occasionally in your own front seat:

*Selfishness*—The "me first" attitude, which is to blame for lack of care and consideration of others.

*Self-importance*—The feeling that "I'm too big for rules—they apply to the other fellow."

*Over-confidence*—"I'm good. Never had an accident."

*Chance-taking*—The "live dangerously" philosophy. "It can't happen to me."

*Fatalistic attitude*—You're here today and gone tomorrow. "You go when your number is up and what you do won't make any difference."

*Hostility*—A constant, unfocused feeling of anger toward others on the road, creating an attitude of aggression.

*Inferiority*—"I'm not going to be pushed around."

*Competitiveness*—Trying to get ahead—to beat the other fellow.

*Unconscious self-destruction*—psychologists have noted this attitude—a need to injure oneself.

*Exhibitionism*—Showing off.

*Pleasure in Destruction*—A personality maladjustment in which pleasure is derived from destroying things.

*Transfer of guilt*—Creating situations in which blame can be placed on others, thus relieving feeling of guilt on the part of the instigator.

August, 1963



## FOR YOUR INFORMATION

### CUTTING OUT THE NON-ESSENTIALS

UNDER a "buy now, pay later" philosophy, the present generation has run the national debt up to \$305 billion. But there is a catch. There is no practical way to pare the debt drastically. So most, if not all of it will be passed on to today's and tomorrow's children.

To help Congress check the growth of this debt, committees of the Chamber of Commerce of the United States have analyzed President Kennedy's 1964 budget and have itemized 117 spending requests that could be cut without hurting national defense or essential services. The cuts could save as much as \$9.1 billion.

Spending is paid by taxes or by incurring debt. (Debt eventually must

be paid from taxes.) Thus taxpayers present and future would save this amount.

Texas and Louisiana taxpayers would save \$503,230,000, a tidy sum to leave in our states to further progress and economic growth and lighten the debt load on our children.

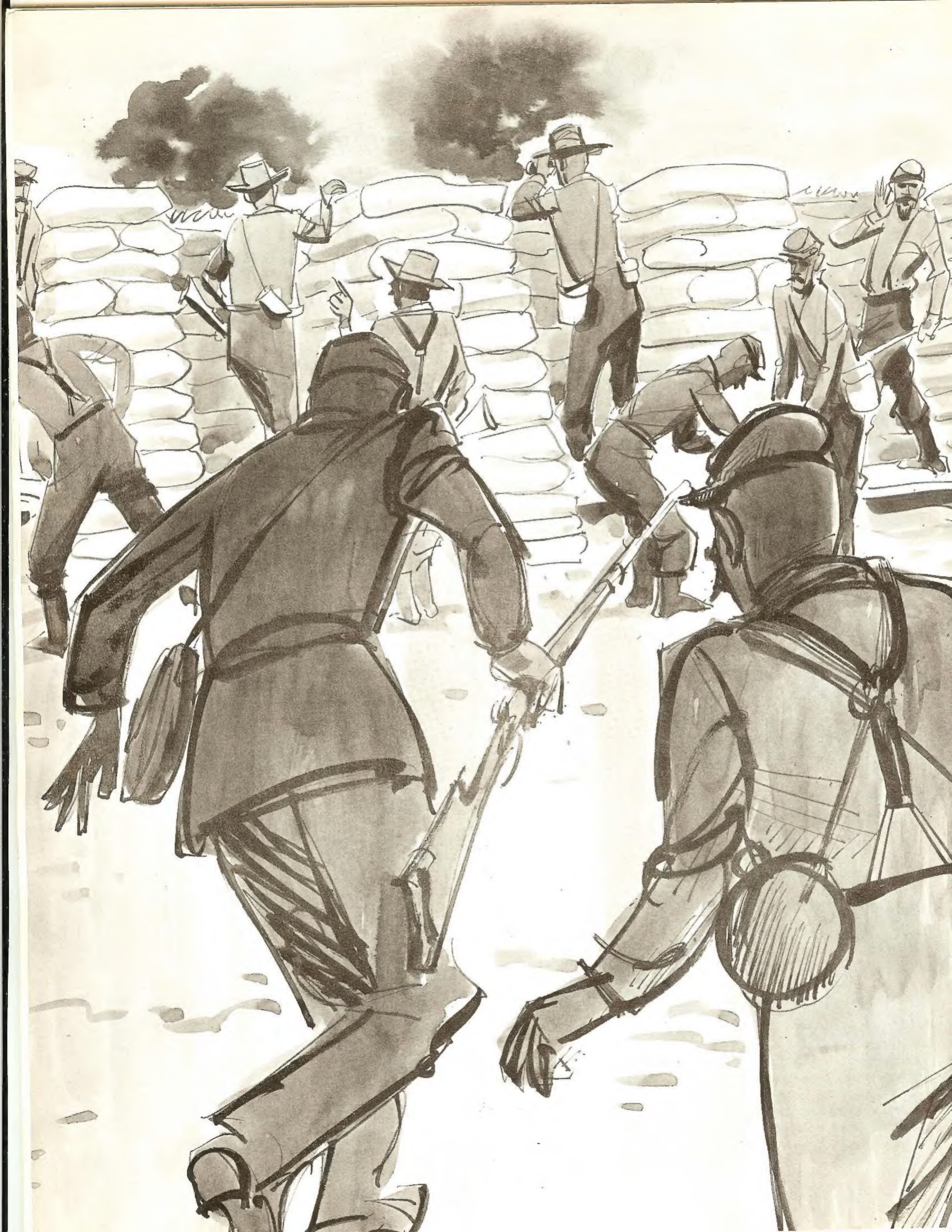
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*The facial muscles are made for smiles, not for frowns. You have to use sixty-four muscles in the face to frown; only sixteen muscles work when you smile.—E. M. Hargreaves in Good Business.*

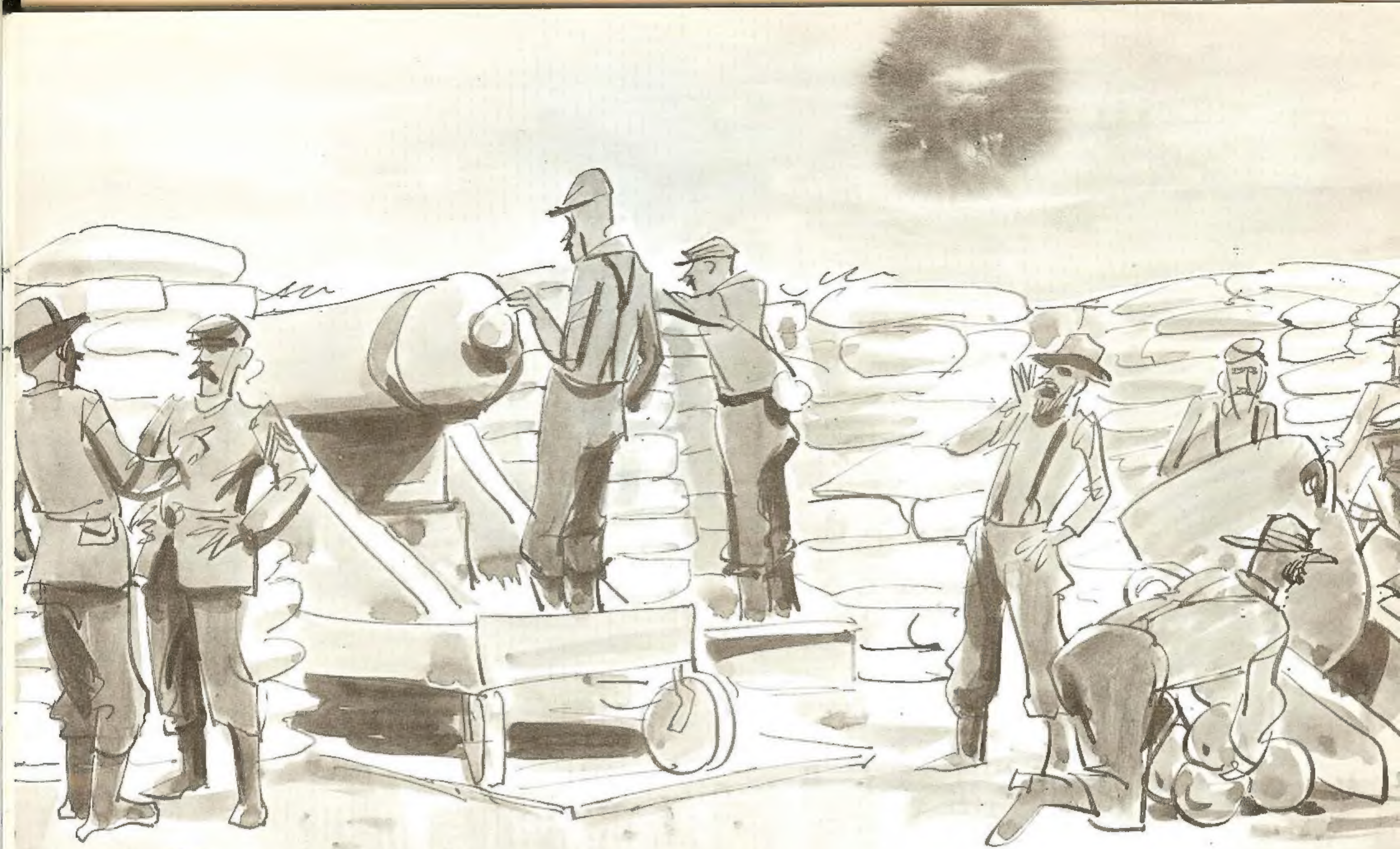


**SLOW DOWN, SCHOOL DAYS AHEAD.** Reddy Kilowatt reminds us that in a few days Labor Day will be here, summer vacation will be over and our boys and girls will be off to school. So let's slow down around the schools and keep a watchful eye for the children. It only takes a second of thoughtlessness for a tragedy to occur. Pay attention to school zone regulations and show courtesy to the safety patrol members. Give our kids a brake.









# The Battle of Sabine Pass

*... one hundred years ago,  
on September 7, the Civil  
War came to our section  
of the Texas Gulf Coast*

IN the early days of September, 1863, the Confederate States of America needed a victory—Vicksburg had fallen, opening all of the Mississippi to Federal forces. Lee had absorbed the most stunning Southern defeat to date on the rolling fields of Gettysburg; and in Chancellorsville's dim woods, Thomas J. "Stonewall" Jackson, stern taskmaster and Lee's most select subaltern, fell under the guns of his own men in a tragic fluke of war.

All these occurrences were to set the stage for inevitable defeat for the Southern Cross, but in the meantime the Confederates were to have a victory. It was a most unexpected one and occurred in an obscure coastal hamlet in south Texas. The victory surprised just about everyone but the hero in that incident, a 25-year-old Lieutenant named Richard William "Dick" Dowling, commanding forty-seven gunners known as the Davis Guards of the First Regiment, Texas Heavy Artillery.

For more than a month, Farragut's Union Naval Headquarters in occupied New Orleans, flushed with many coastal victories and not a little stung by the recent recapturing of Galveston by the Confederates, had been grouping a striking force of over four thousand troops in twenty-two steam

*(Continued on Page 4)*



(Continued from Page 3)

transports, escorted by five gunboats, for an assault on Sabine Pass, a little Texas village lying on the tidal prairie near where Sabine Lake, carrying Sabine and Neches River waters, empties into the Gulf of Mexico. Federal informants were relatively sure that Sabine Pass, guarded only by tiny Fort Griffin, a timber-and-mud *donjon* that had been little strengthened since the early days of the war, would be easy pickings, as evidenced in this communique from the New Orleans headquarters:

"It was concerted with Gen. Franklin that the Squadron of four gunboats, under the command of Acting Volunteer Lieutenant Crocker, shall make the attack alone, assisted by about 180 sharpshooters from the army, divided among his vessels; and having driven the enemy from his defenses, and destroyed or driven off the rams (cotton-armored river-boats and small steamers, for the most part), the transports are then to advance and land their troops." Once landed, the Federals would have encountered practically no opposition from the Confederates on the road to Beaumont, and ultimately Houston.

Stories go that a Confederate advisory group, well aware of the impending assault, urged Lieutenant Dowling to reconsider fighting and withdraw his sparse contingent from Fort Griffin. The fiery Texas Irishman allegedly retorted, "I will not only give 'em battle, I will lick 'em."

Early on Monday morning, September seventh, Dowling was alerted that the enemy were signalling from their position in the Gulf just off the Pass. Two steamers began sounding for the channel entrance and remained at work most of the day, and by dusk on the seventh all twenty-two vessels of the attack group had assembled just offshore.

At 6:30 a.m. on the eighth, the Union gunboat *Clifton* anchored opposite the Sabine Pass lighthouse (several hundred yards south of the Fort) and lobbed 26 shells at the rampart, most of which passed over or fell short, "one shell being landed on the works and another striking the south angle of the fort, without doing any material damage," Dowling said in his official report of the battle.

The men in the fort held their fire during this barrage, which lasted about an hour, and all remained quiet until 11 a. m. when the Confederate gunboat *Uncle Ben* steamed downriver near the fort, drawing fire from the U. S. Ship-Of-War *Sachem*. Three shots, fired from *Sachem's* Parrott Gun, missed *Uncle Ben*, and the whole Union fleet drew off the Pass and remained until 3:40, when the *Sachem* and *Arizona*, another gunboat, steamed into line up the Pass. *Clifton* and another unidentified ship remained at the junction of the Texas and Louisiana Channels near the Gulf.

Dowling waited until *Sachem* was within 1200 yards, then opened fire "with the whole of my battery." After the third or fourth round, one of which smashed her steam drum, *Sachem* struck the white flag. The *Clifton*, in the meantime, had maneuvered nearer and received a shell from the fort through her tiller rope, became unmanageable and ran aground 500 yards from the Confederates. Dowling's men brought all guns to bear on her—in his words, "two 32-pounder smooth bores, two 24-pounder smooth bores, two 32-pounder howit-



**MEMORIAL TO BRAVERY.** Monument erected at Sabine Pass to the memory of Lt. Richard William "Dick" Dowling, and his forty-seven gunners, heroes of the surprising, decisive Southern victory in the War between the States at that village, eleven miles south of Port Arthur, in September, 1863.

zers." The *Clifton* withstood the cannonade for 25 or 30 minutes, replying with all means at her disposal. "During the time she was aground she used grape (anti-personnel grapeshot), and her sharpshooters poured an incessant shower of Minie balls into the works." But the Union fire was ineffectual in the heated encounter, and Dowling's methodical crew came through without so much as a scratch. The Federals were completely routed—their reports listed two gunboats lost, nineteen men killed, nine wounded, thirty-seven missing, and 315 officers and men taken prisoners!

Dick Dowling had indeed "licked 'em," securing Sabine Pass, temporarily protecting the Trans-Mississippi for the South. The victory saved Texas, which came out of the war with more food, stores and hard cash than the rest of the combined Confederate states, from the decimation and loss that resulted in Virginia and many of her sister states. The young Lieutenant of Artillery was descended from fighters. A native of Tuam village in County Galway, Ireland, his family sprang from early monarchs of that rugged country. The Dowlings came to America in 1846, the year of the great Potato Famine in Ireland. When both parents died in New Orleans' yellow fever epidemic of 1853, the children went to Texas, landing at Galveston and then moving to Houston, where they settled. After the war, Dowling, advanced to Major, returned to Houston, prospering in a downtown "coffee and amusement house" until, at just twenty-nine, he, too, died of yellow fever.

Today ships of all nations ply Sabine Pass waters on their way to and from Beaumont and Port Arthur's bustling docks and refinery complexes, challenged only by the concrete-and-bronze monument that marks the spot of Dick Dowling's impossible, victorious stand.





*Dedicated to . . .*

# The Teacher Who Teaches Better Electrically

"I was thrilled this past semester when one of my students turned in his notebook following our science unit on electricity and it was 'Dedicated to the teacher who teaches better electrically,' said Mrs. Eloise Howard, teacher at Anderson Elementary School in Orange. 'It's when something like this happens that a teacher knows she's really getting her subject across.'"

Mrs. Howard had not given too much thought to teaching a whole unit on electricity in her classes before 1957. But back then, even before Sputnik I went up and the present upsurge of interest in science and mathematics, she asked our Company for help in providing teaching aids for her classes.

She called Walter House, supervisor of sales in Orange, and asked him if he had any booklets, films or any other classroom aids for teaching electricity.

"One of the first books Mr. House sent was 'Steinmetz, Latter Day Vulcan' put out by General Electric," said Mrs. Howard. "In reading this I found that I needed to know a lot more about math and physics. Since 1957 I've received a great deal of help from Gulf States, both in equipment and during the conducted tours through the Company's facilities."

Although Mrs. Howard had not had much training in these subjects in college, she went to work and prepared herself. Today she is one of the outstanding classroom teachers in Texas.

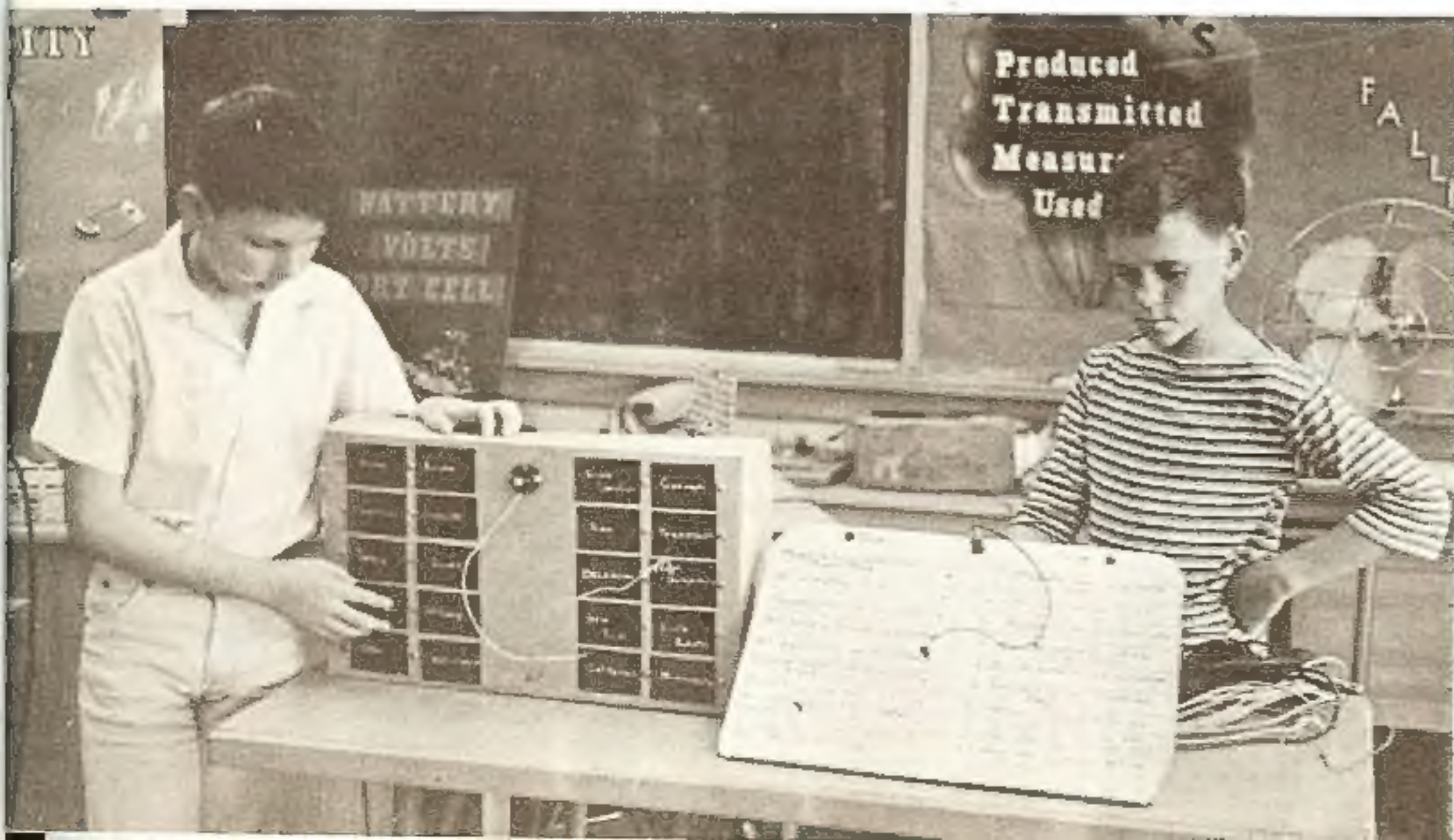
She is frequently called upon to put on demonstrations in the use of science teaching aids in teacher workshops throughout the state and before the Texas Education Agency in Austin. Mrs. Howard is often consulted by the manufacturers of classroom furniture and science equipment. She is sent the latest equipment to "experiment" with to see if it can be used in the elementary classroom.

**ELECTRIC QUESTION GAME.** Ken Malone, left, and Tom McCoppin demonstrate the electric question games they made as their project in the study of electricity. When a piece of copper wire is touched to a brad which corresponds to the correct answer a light glows or a bell rings. The boys used dry cell batteries to activate the games.



**BUILDS DOLL HOUSE.** Cynthia Padgett wired this doll house as her science project. In doing research reading for her report, Cynthia found that an electric current going through the insulated cord made the bulb light. She is explaining the various wattages and types of bulbs that can be used.

**GENERATES POWER.** Ken Fields, right, assisted by Tom McCoppin, shows how steam can be used to generate power. Ken also used a wind driven propeller and water wheel to show other ways of producing power.





(Continued from Page 5)

One of the highlights of her teaching career came this spring when the Department of Health, Education and Welfare invited her to Washington to present a teaching demonstration before the commissioner of education.

Before school was out last June, Buck Wingard, Orange commercial sales representative who works very closely with our Company's school program, visited Mrs. Howard's class to arrange for the pictures which appear on these pages.

He found 26 boys and girls excitedly waving their hands to take part in the discussion.

"That was one of the most enthusiastic group of kids I've seen," Mr. Wingard remarked after leaving the school.

Mrs. Howard created this enthusiasm by bringing into play all types of teaching aids, projectors, recorders, electrical equipment, telephone equipment, animated charts and pictures. The photographs show how well the students learned and also how they make use of these aids. They took over the class later in the unit and presented project reports so well that their teacher did very little prompting.

In her classes science is not an isolated subject. Mrs. Howard has so interlaced it with the other subjects that students hardly realize that they are learning English, math, history, spelling, or reading arts as well as getting a good introduction to science.

With educators like this, one can feel sure that the school picture in this country is not as dark as critics would like to paint.



**REPORT ON VOLTAGE.** Jerry Penick and Dean Ewing told the class how Volta, one of the first men to experiment with science, gave his name to the unit measure of electrical energy. They are showing, using a penny and the juice of a lemon, that everything has units of electrical energy.



**LIGHT THEIR DOLL HOUSE.** Abigail Willis and Debbie Stewart show how they wired their doll house.



**A POTATO BATTERY.** Ken Fields and Tom McCoppin discovered that electricity is found in everything by making this potato battery.



**TIE IN CURRENT EVENTS.** Eric Grubbs and John Wade use an article they found in the Orange Leader about experiments in the study of lighting being done by today's scientists to update their report on Benjamin Franklin.

**PRESENTS REPORT.** Marilyn Hilliard, left, and Christy Edwards make use of another classroom aid—the flannel board—as they present their report on the storage battery. The students, as well as their teacher, made great use of classroom aids throughout the day.

**A GOOD CONDUCTOR.** Christy and Meda Kay found that copper was one of the best conductors of electricity for their battery and buzzer board. They found that some other materials could be used as conductors and that some could not be used at all.







**PUTTING ELECTRICITY TO WORK.** Ken Malone shows one of the many ways electricity can be put to work. He is using it to run a motor to demonstrate to the class how gears in a motor work.

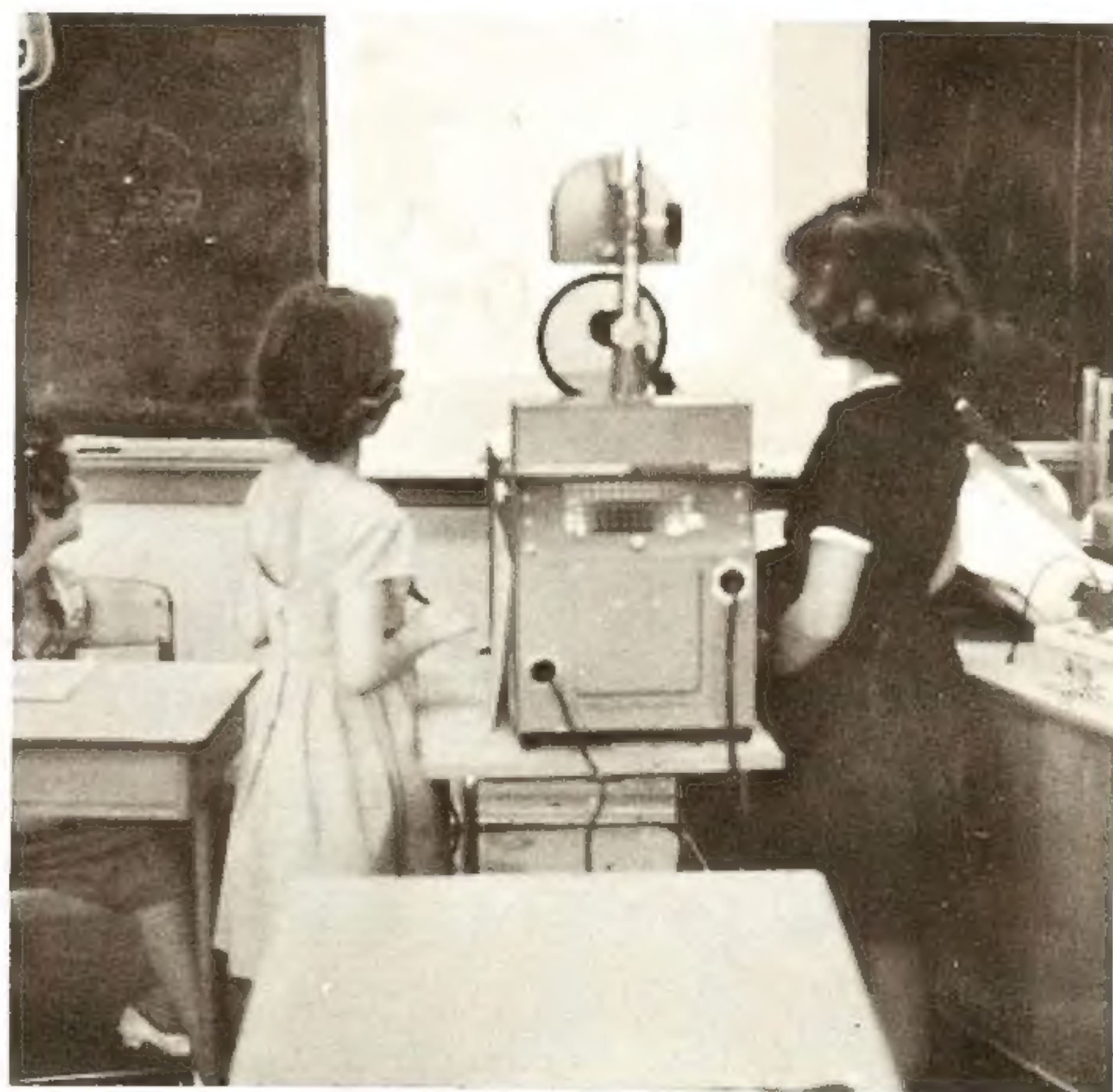


**LOOKING AT A TELEPHONE BATTERY.** Pamela Smith and Marilyn Hilliard take apart a telephone battery. They found that, unlike the dry cell battery, a telephone battery has no carbon rods, but that the carbon is in a chemical mixture separated by 14 metal plates.

**CREATES A SHORT CIRCUIT.** Meda Kay Carman and Marilyn Hilliard show how a rubber covered bobby pin can be used to short a circuit. They found that the bobby pin cut off the flow of electricity through the wire.

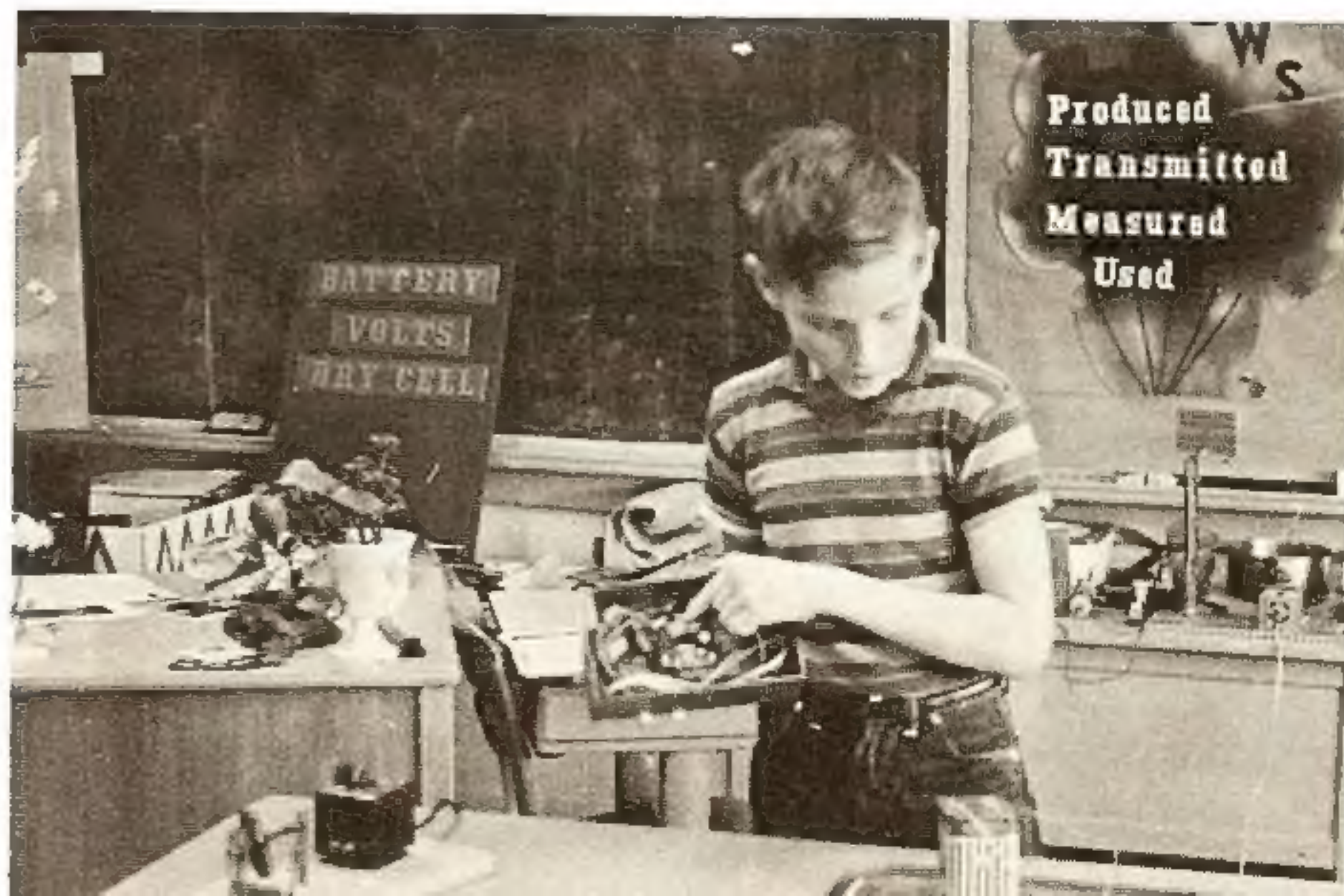


**INSIDE A DRY CELL BATTERY.** Barbara Griffin and Meda Kay Carman found that a dry cell battery was made of carbon rods and powder like chemicals when they took one apart in their class demonstration.



**USE TEACHING AIDS.** Nancy Hayes and Dolly Gatch use the overhead projector to show the animated slide they made to illustrate their report on aurora borealis which was also tied in with their geography unit on Alaska.

**PRESENTS PROJECT.** Steve Howard explains to the class how the electromagnet is only a magnet when electricity is applied. He is showing how this one can run a clock using a dry cell battery and an electric transformer.







INSPECTS NEW MACHINE 'BRAIN'. John A. Reich, production department manager, gets a closeup inspection of the computer that will

be used when our Company starts using PERT. The computer is located in GSU's general office building in Beaumont.

*Production engineers made use of latest computing program to "least cost" power plant maintenance . . .*

## Putting PERT to Work

THE program which the Navy developed to accelerate its Polaris Missile program and hit its target date nearly three years ahead of time will soon be put into use by our Production Department to help in the scheduling of maintenance at our six power plants.

Within six months, production engineers will have a proverbial "load" lifted from their shoulders. That's when the "latest" thing in error-proof computer programming will take over about 80 per cent of the decision-making surrounding power plant maintenance.

The new system is called PERT by Navy and Production Department engineers but to most of us, it is known as Project Evaluation and Review Technique.

Its objective is to "least cost" any particular job facing the production department.

To the average man, a description of the new computer to be used with PERT may approach the incredible.

John A. Reich, production manager, says the recently-devised but rapidly-spreading system will change the philosophy of management to a degree, explaining that only 20 per cent of the decisions will be left up to man.

"The rest will be up to the machine (computer)," Mr. Reich pointed out. "It should relieve management of all the time-consuming minor decisions."

The following example of how PERT will work for our Company was given by Mr. Reich.

Should a generating unit at Sabine Power Station go off the line unexpectedly because of some damaged equipment, PERT would be pressed into

use to determine the most economical method to make repairs.

The Production Department, explains Mr. Reich, would feed all available factors—cost of fuel, labor, overhaul and kilowatthour for both the unit out and the unit which replaces it and the total job hour requirements—into the computer.

The machine "brain" would digest the factors and come up with the least-cost route to resume normal generation of power.

PERT is relatively new in industry and business, having originated in the Navy during that service's highly successful Polaris submarine program.

Although a sea of difference separates the missile-carrying submarines and the electric utility industry, there is a tie to bind these disparate commodities—or efforts. That, of course, would be PERT, the most exciting management tool to evolve in recent memory.

PERT is deceptively simple, or as Mr. Reich notes, "less novel than the execution of approach." Essentially, events that must take place to meet a target date are tied together sequentially by the estimated times it takes to move from one event to another.

Progress, or the lack thereof, which affects the program, is computed by electronic data processing and then made graphically available for all to see and act upon.

The process is continually updated to reflect change, trouble, potential trouble and achievement. The approach is repeated until the project is completed—on time.





GSU LADIES GET 'THE WORD'. That's the story here thanks to Mrs. Pauline LaRocca,, a well-versed Civil Defense-Red Cross volunteer instructor, who is shown giving one of her interesting lectures to our Company's women employees in Beaumont.

*Company CD program moves into  
personal preparedness phase . . .*

## A Lady Finds Time to Help

SITTING in front of a TV set each night may fulfill the wishes of most but it won't satisfy a Beaumont housekeeper who has a yen to do something more constructive.

And right now, Mrs. Pauline LaRocca might contend that she "has it made." She's doing something constructive while helping her fellow citizens.

Mrs. LaRocca's altruistic endeavors include serving as Red Cross production chairman, being a member of the popular Gray Ladies organization that works at St. Elizabeth Hospital and serving on the staff at the local Red Cross.

But her most time-consuming and perhaps favorite chore is that of being a highly-recognized Civil Defense-Red Cross volunteer instructor. Her so-called "territory" is north Jefferson County and, according to those who have sat in on her lectures, she covers it well.

Mrs. LaRocca answers requests to talk before school groups, social clubs, civic organizations and industry on health care under emergency conditions—or during a nuclear disaster.

A typical day for Mrs. LaRocca came last month when she was "booked" solid at our Company's general offices in Beaumont. The GSU safety and training department arranged for her to lecture

to our women employees. Her straightforward, clear and comprehensive talk made a big impression on her audiences.

"Individuals and families have an essential role in national defense—a role that is both simple and complex," Mrs. LaRocca explains. "Simple because it requires rather elementary preparedness measures on the part of every person. Complex because it demands that each person be ready to live on his own for two weeks."

That, of course, is the length of time following a nuclear attack when outside assistance might not be available.

Mrs. LaRocca's talks, which never fail to demand the utmost attention from her audiences because of her exceptional speaking ability, cover a wide range of health topics. There is information on treating a toothache; there is also information on childbirth. The time devoted to any one topic is necessarily limited.

But every bit of information is aimed at one central theme: Helping the public alleviate suffering and sustain life in that critical personal period following a nuclear attack—the first 14 days.

If Mrs. LaRocca sounds like she knows her subject, it's no mere accident. She has been with the Red Cross for over five years. That, combined with a love for her work, has made the Beaumont woman one of the most qualified speakers around when it comes to Civil Defense-Red Cross lectures.

Mrs. LaRocca's desire to help her fellow citizen has turned into a family affair.

Her 18-year-old daughter, Camille, a 1963 graduate of Beaumont High, also is active in first aid work in the community and, as a result, has been named recipient of a scholarship to Lamar Tech.

Camille won the scholarship from the American Legion Auxiliary for "outstanding community service." And, appropriately enough, Miss LaRocca plans to study nursing.



ENRAPTURED AUDIENCE. That's the rule rather than the exception when Mrs. LaRocca of the North Jefferson County (Beaumont) lectures on Civil Defense-Red Cross matters. Pictured here are some of our Company's women employees in Beaumont. Mrs. LaRocca, at the request of our Company's Training and Safety Department, also spoke to GSU'ers in Navasota. Other Civil Defense and Red Cross volunteer workers presented similar lectures on how to sustain life in the critical personal period of the 14 days following a nuclear attack to the ladies in our offices throughout the system. Fallout shelter preparedness was also the program presented in safety meetings for our male employees by our Company's civil defense co-ordinators.



Calvert, Tex., May 1, 1894.

Pierce's Lodge,

To Calvert Water, Ice and Electric Light Co., Dr.

		Dollars.	Cents.
To Water for	ending	54	
To Meter Rent ending			
To Lights, Residence			
To May	Commercial to June 1,	125	
To	ending	87	
Received Payment,			

Read Rules and Regulations.

**Electric Light Rules.**

After rates will be due and payable on the first day of January, April, July and October in advance, except Meter Rates due monthly at the office of the Calvert Water, Ice and Electric Light Company. If not paid within ten days after they shall fall due, a per cent. will be added and if not paid within twenty days after they fall due, the supply will be cut off without notice and it be turned on again until all back charges are paid, including the time it was cut off. One dollar extra will be charged for turning it on again.

Lamp's payable monthly in advance. The company reserves the right at any time to discontinue current to premises if not paid for. The company will not enter any house for the purpose of examining or removing any lamps, wires or fixtures at a reasonable hour of the day. The price of lamps, 16 candle power, 60 cents each; 32 candle power, 75 cents each; 50 candle power, \$1.00 each.

Prices may have been good 70 years ago, but . . .

# Today You Get So Much More For Your Electricity Dollar

NOT long ago, Goree Matthews, local superintendent at Calvert, along with some other men, were going through some old records at Pierce's Masonic Lodge in Calvert. They came across this old bill presented on May 1, 1894, by our predecessor company in that area.

Back in those days our customers were billed according to the number and size of lamp bulbs used. Also the bills had to be paid in advance.

The rates charged then were: for a 16 candle-power lamp, 60 cents each; 32 candle-power bulb, 75 cents; and for those who really wanted to see, 50 candle-power lights cost \$1.50 a month each.

Today a 16 candle-power lamp is the equivalent to a 10 watt bulb, much like those used on Christmas trees and

a 32 candle-power light would equal 20 watts, one of the lowest wattage bulbs used in a standard base socket. A 50 candle-power light is comparable to the 40 watt bulb, the lowest wattage generally used in some multiple residential lighting fixtures.

This bill represented the purchase of around five kilowatthours. In 1894, a kilowatthour of electricity would have cost a customer more than ten times what our commercial customers paid per kilowatthour in June, 1963, when we sold our product at 2.33 cents per kilowatthour.

Our Company acquired the property of the Calvert Water, Ice and Electric Light Company in 1929, when Gulf States Utilities Company, which had been organized on August 25, 1925, consolidated with the Western Public Service Company. The Calvert company,

along with other small local utilities, was consolidated into the Southern Division of Western Public Service in 1923.

It was through consolidation of some 200 or more small, isolated generating plants, such as the one in Calvert, that our system grew into the highly dependable system of transmission and distribution lines that interconnect our six modern generating plants to supply power throughout our system. In turn our system is further interconnected with systems throughout the country.

Through a combination of modern equipment, efficient generating and transmitting techniques, continued customer and load growth, plus highly skilled employees, our Company is able to offer our customers electric power for one-tenth what each unit cost 70 years ago.





**FISHING RODEO ENTRANTS.** Working hard to bring in the big ones during the eighth annual fishing rodeo for Baton Rouge employees are, left to right, J. A. Fredericks, shop foreman, Electrical T&D, A. J. Printz, T&D Garage, Raymond Harris, Louisiana Station and C. F. Dorhauer, T&D. The rodeo was held the last week of June with over 200 participants.

*In Baton Rouge . . .*

## Fishing Rodeo Draws 200



**LANDING CATCH.** Buck Morton, Louisiana Station, prepares to bring in a catch while fishing on Old River during the Baton Rouge Division employee fishing rodeo.

**D**URING the last week of June some 200 Baton Rouge employees, wives and children worked hard at trying to capture prizes in Baton Rouge Division's eighth annual fishing rodeo held on Old River and False River near Baton Rouge. Chairman for this year's rodeo was Paul Bernard, Louisiana Station.

First place winners in the various categories were:

W. A. Efferson, local superintendent, Western Division, who took the employee bass division with five pound and five and a half ounce and the employee gaspergoo with three pound, one and a fourth ounce catches and Laura Efferson turned in a four pound, 14½ ounce bass in the family division;

C. F. Dourhauer, T&D, turned in an eleven and a third ounce bream to take that division;

George Blackwell, Louisiana Station, weighed in the top sac-a-lait with one pound and four ounces. Mrs. Blackwell caught a nine and a half ounce bream to win the family division and their son, Cecil, landed a one pound, ten ounce sac-a-lait to take that category in the family division;

B. J. Rabalais, T&D, caught the largest catfish, three pounds, nine ounces, in the employee group;

Dave Bourgeois, engineer, T&D, had the top striped bass with one pound, six ounces;

W. G. Long, Gas, was winner in the employee rough fish with a two pound, 11¼ ounce catch;

R. J. Speeg, son of A. D. Speeg, station engineer, Louisiana Station, came away with the prize in the family catfish division with a three pound, four ounce catch.

Winner in the junior division, ages 1 to 6, was Richard Morton, son of B. A. Morton, electrical maintenance foreman, Louisiana Station, with a 15½ ounce catch.

Jim Bello turned in a two pound, five and a half ounce catch to win the junior division, ages, 7 to 12.

**WEIGHS IN CATCH.** Charles Brown, Louisiana Station, weighs in his catch at the weighing station during the rodeo.







**PRESENT PRODUCTION PROGRAM.** John Warmack, electrical engineer, System Production, S. L. Adams, general maintenance supervisor, Louisiana Station, E. E. Figari, superintendent, Neches Station, and C. A. Ibach, superintendent, Sabine Station, informed key Company personnel on what has been done in the past to economically reduce generation costs and what is proposed for the future to continue getting the most for the least cost. Department heads meetings were held in Beaumont on July 29, Lake Charles, July 30, and Baton Rouge, July 31.

*Key company personnel learn in department heads meetings how production personnel . . .*

## "Least Cost" Power Station Operations

**K**EY Company personnel heard a discussion pointing out some of the endeavors of our Production Department at department heads meetings in Beaumont on July 29, in Lake Charles on July 30 and in Baton Rouge on July 31.

The program was presented by C. A. Ibach, superintendent of Sabine Station; E. E. Figari, superintendent of Neches Station; S. L. Adams, general maintenance supervisor at Louisiana Station, and John Warmack, electrical engineer, System Production.

The program was broken down into two major divisions: what has been done in the past to reduce generation costs and what is proposed for the future.

Mr. Ibach spoke on the past while the future was divided between Mr. Warmack, Mr. Adams and Mr. Figari.

### Production Costs Explained

Mr. Ibach led off by explaining that the Production Department spends 21.3 cents out of each dollar of revenue received by our Company. It's the "lion's share" of operating expense money since 38.8 cents is allotted to that facet of our operation.

He went on to explain how the Production Department used this money, breaking it down into five categories: 78 per cent for fuel, 9.3 per cent for operating payroll, 3.6 per cent for operating expenses, 5.2 per cent for main-

tenance payroll and 4.0 per cent for maintenance expenses.

Mr. Ibach pointed out that our Sales Department has done an outstanding job in promoting system load growth. "It was then left to the Production Department to hold up their end and to develop methods of producing power at a lower unit cost," he said.

The best method of reducing quantity requirements per kilowatthour is to buy new highly efficient steam-electric generating units. The old units operated too well to be discarded so in 1952 our Company came up with a means of economically using them: incremental loading, which means selective use of the most efficient units at all times.

Also in the early 1950's, it was noted that productivity of the operating group was not advancing fast enough to justify the increasing rates of pay. The answer to how could this be rectified was "larger capital expenditures." Larger units operating with the same number of personnel started the unit cost of generating a kilowatthour on a downward trend. Since that time, our Company has spent \$2,500,000 on advanced instrumentation in the old and new power stations with an annual operating cost reduction of \$600,000.

### Production's Newest Tool

Mr. Adams said that our Production Maintenance Departments are attempt-

ing to do their part in the never ending struggle to reduce the cost of generating a kilowatthour. One of our newest tools is the Critical Path Method. It's also known as PERT, RAMPS, and LESS.

He explained that at the request of John A. Reich, system production manager, we began experimenting with CPM in March in 1962, starting with a small turbine maintenance job. Success was assured by the time that job was completed, Mr. Adams said.

CPM differs from traditional methods of planning and scheduling by separating the task of planning and scheduling. The bar chart or Gantt Chart method requires one to schedule and plan at the same time, and on a large or complex job it becomes impossible to do this accurately. In using CPM, the plan is first made by preparing an arrow diagram with each arrow representing a small job or activity in the overall project. The arrow diagram displays the complete job logic or work plan. (See complete method on page 8).

"We have only scratched the surface in the field of computer scheduling of production maintenance," Mr. Adams pointed out. "We hope to have in the future a program that will produce an optimum resources schedule from a normal schedule to maximum crash condition."

### Changes in Production Operations

Mr. Warmack's presentation acquainted GSU'ers with some of the forward movements made in the operation of the Production Department. He began by pointing out that two requirements must be fulfilled by each progressive step: safety of personnel and equipment and financial satisfaction effecting continued Company operation.

Mr. Warmack then described the changes in our Company operation as they apply to the Production Department. The first change in power station operating procedure was a centralization of controls and data at Neches Station. Next, Mr. Warmack explained that additional innovations have been applied to the controls and equipment for the centralized control room. He said that refined instrumentation and centralization have enabled us to better detect equipment and operational abnormalities soon enough to prevent catastrophic damage to equipment.

Some of the other innovations have been increased usage of closed-circuit television, use of miniature indicators, instruments and controls for control board space conservation, continuous



water treating and demineralization with automatically programmed regeneration equipment which does not require constant operator attendance and the installation of electric burner ignition.

Mr. Warmack explained that the "zenith" of power station operation and control is being approached at Riverside Station in Lake Charles. Here with the judicious application in new instruments, controls and a machine memorized program of instructions each of the two boiler-turbine-generator units can be placed in service and removed from service by one station engineer.

### Streamlining Maintenance Personnel

Mr. Figari spoke on our Company's program of "streamlining power station maintenance personnel." He explained that total production cost consists of three major items: fuel cost, operating cost and maintenance cost.

"Fuel costs are set by long term contracts and our operating cost is the lowest of any similar utility in the South," Mr. Figari pointed out, referring in the latter instance to our Company's pioneering of the "Central Information System."

Now, our Company is studying maintenance costs in generating stations. Under the present setup, an excessive amount of supervisory time is absorbed in materials procurement and materials storage problems, job planning and scheduling and in technical investigations associated with active jobs.

He went on to explain that the station superintendent is exposed to an excessive amount of supervisory detail and decision making which prevents concentration on more important aspects of generating station management and production system operation.

Mr. Figari presented two charts at the meeting, one an organizational chart on our present power station maintenance personnel and the other a chart on a proposed—or "streamlined"—setup.

Under the proposed arrangement, the maintenance function centralizes the responsibility for all maintenance activities under a single maintenance supervisor. Centralization will also produce improved work coordination between the three prime maintenance skills and their immediate supervisor. Mr. Figari said that this will contribute to improved work performance and productivity, better utilization of manpower, and reduced equipment outage.



**PRESENTS LIGHTING PROGRAM.** Gershon Meckler of Toledo, Ohio, nationally known consulting engineer, talks to local architects, consulting engineers, and Company lighting personnel on combination lighting-air conditioning systems. Mr. Meckler's firm is a pioneer in designing these types of systems.

## Area Lighting-Air Conditioning Experts Learn of Latest Systems

A group of architects and consulting engineers from Beaumont, Port Arthur, Orange, and Lake Charles, as well as our Company's sales personnel had their interest in the "total electric" concept greatly stimulated last month when they were guests of our Company at a program on the design of Integrated Lighting-Air Conditioning Systems.

The program was presented by Gershon Meckler, a professional engineer and partner in the firm of Meckler-Hoertz and Associates, Engineers and Architects, Toledo, Ohio.

"Architectural design of a building is always affected by the lighting, heating, cooling, ventilating and acoustics requirements," Mr. Meckler said. "Careful analysis of these factors results in the most comfortable environment at the lowest possible energy cost."

Mr. Meckler discussed how this can be done by evaluating all electrical and mechanical system design variables simultaneously in relation to building occupancy requirements.

Attending the meeting were: W. J. Deevey, Ray Shannon, and Charles Denby, consulting engineers with Deevey and Shannon Consulting Engineers; Clem Myers, Jr., Golemon and Rolfe, Architects; Rex Goode, architect; DeWayne TeVault and Charles Thompson, architects, TeVault and Thompson, Architects; Bob White, architect, Pitts, Mebane and Phelps, Architects and Engineers; and Richard French, architect, all of Beaumont.

J. L. Gadberry, consulting engineer, J. L. Gadberry and Associates, Orange; J. Earl Neff, architect; Larry Bernhardt, architect, Braun and Bernhardt, Architects; and Lawrence Vidrine, architect, all of Port Arthur; Steve Rice, consulting engineer, Platt and Rice, Architects and Engineers; Gus Quinn and Gus Quinn, Jr., consulting engineers, Dunn and Quinn, Architects and Engineers, of Lake Charles.

The program was under the direction of R. A. Landry, supervisor of lighting sales. L. V. Dugas, superintendent of industrial and commercial sales, introduced Mr. Meckler.

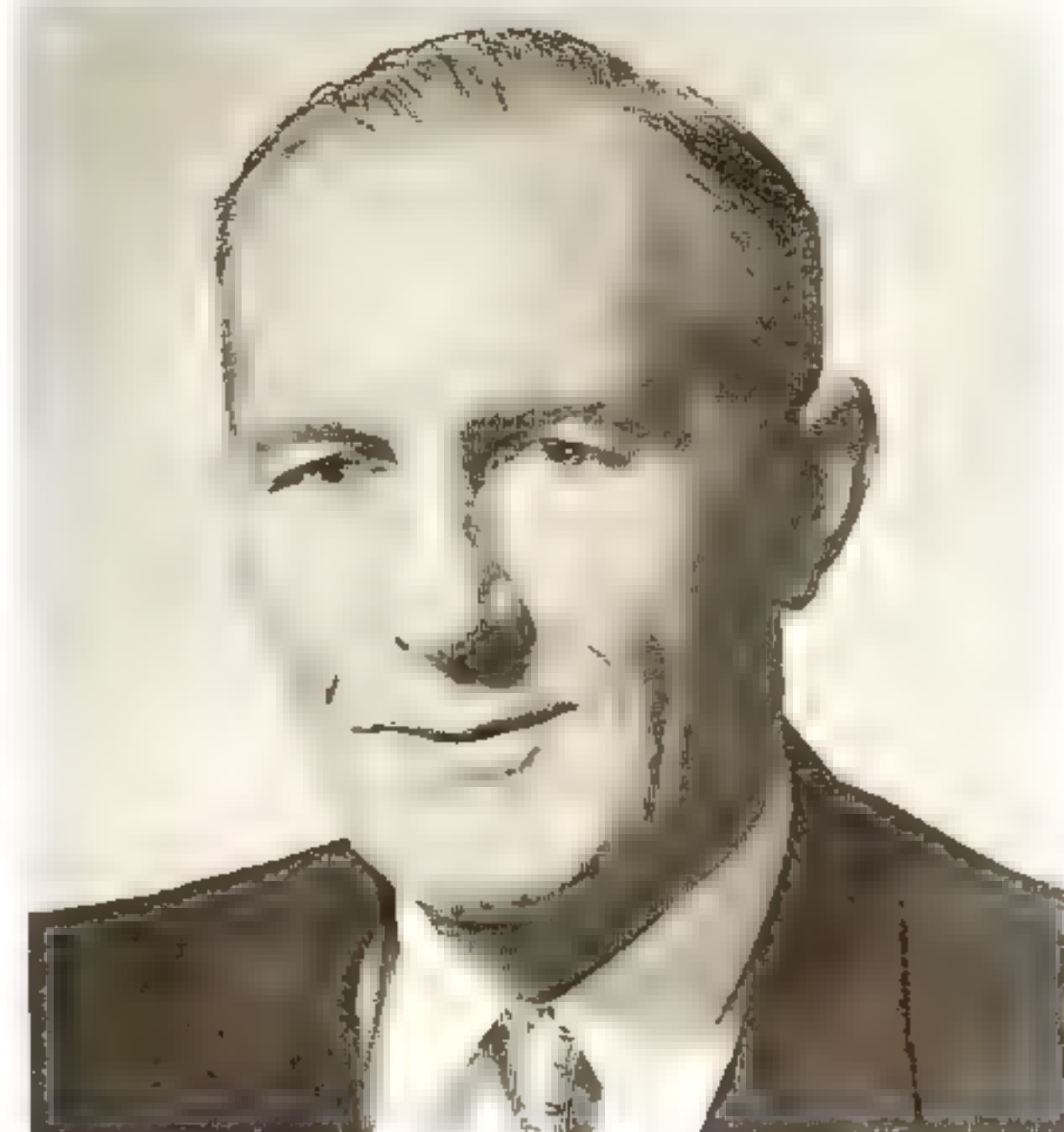




Mr. Hall



Mr. O'Brien



Mr. Netzer

## Six at Neches Station Promoted

THE Production Department announced the promotions of six Neches Station employees last month. The promotions were effective July 16, according to E. E. Figari, superintendent at Neches Station.

Named to new positions were: G. G. Hall, from electrical maintenance supervisor to general maintenance supervisor; C. M. O'Brien, from maintenance foreman to planning supervisor; C. M. Netzer, from boiler room maintenance foreman to mechanical maintenance foreman; V. L. Holland, from master repairman to mechanical maintenance foreman; R. H. Henckel, from maintenance engineer to mechanical maintenance foreman; and J. D. Watkins, from electrical engineer to engineer in charge of electrical maintenance.

### G. G. Hall

Mr. Hall, who has been an employee since 1940, was made electrical maintenance supervisor at Neches Station in 1952. Prior to that he had been a substation foreman in Navasota, Texas.

Mr. Hall and his wife, Helen, live at 2362 N. Lynwood, and have one daughter, Helen Jeanette, a graduate of Lamar Tech, who is continuing her study of voice and working on a master's degree at the University of Indiana in Bloomington, Indiana, this fall. He is a member of the Beaumont Chamber of Commerce, the YMBL, Sabine-Neches Chiefs Association and is a Mason.

### C. M. O'Brien

Mr. O'Brien, a native of Haverhill, Mass., has worked for our Company since 1927. He was employed as an assistant machinist at Neches Station and served in various production classifications until named master repairman in 1945. He has been maintenance foreman since 1953.

Mr. O'Brien and his wife, Rose, live at 1660 Prairie. They have two children, Mrs. Rose Marie Smith, Grapevine, Texas, and John C. O'Brien, Dallas. Mr. O'Brien has long been active in Beaumont Boy Scout work, both at David Crockett and Ogden Schools. He is past cub master of Ogden School Troop 6. He is a vice president of the Texas Square Dance Association-District I and a member of Bar-B Square Dance Club. He is also an active member of the Big Ten Bowling League, made up of Beau-

mont employees. He is a member of Roberts Avenue Methodist Church. Mr. O'Brien is a graduate of Wentworth Institute, Boston, Mass.

### C. M. Netzer

Mr. Netzer, a native of Glosar, Germany, has been at Neches Station since 1928 when he was employed as repairman's helper. He advanced through various positions to become a master repairman in 1945. He had been boiler room maintenance foreman since 1956.

Mr. Netzer, and his wife, Bobby, live at 845 Madison, and have one daughter, Fran, a fourth grader at Bingham School. He is a member of Sons of Hermann of Texas, St. John's Lutheran Church, the American Legion and the U. S. Naval Reserve Surface Division 8-71M.

### V. L. Holland

A native of St. Francois County, Missouri, Mr. Holland, has been an employee at Neches Station since 1938. He advanced through various positions to become a master repairman in 1961.

Mr. Holland and his wife, Essie

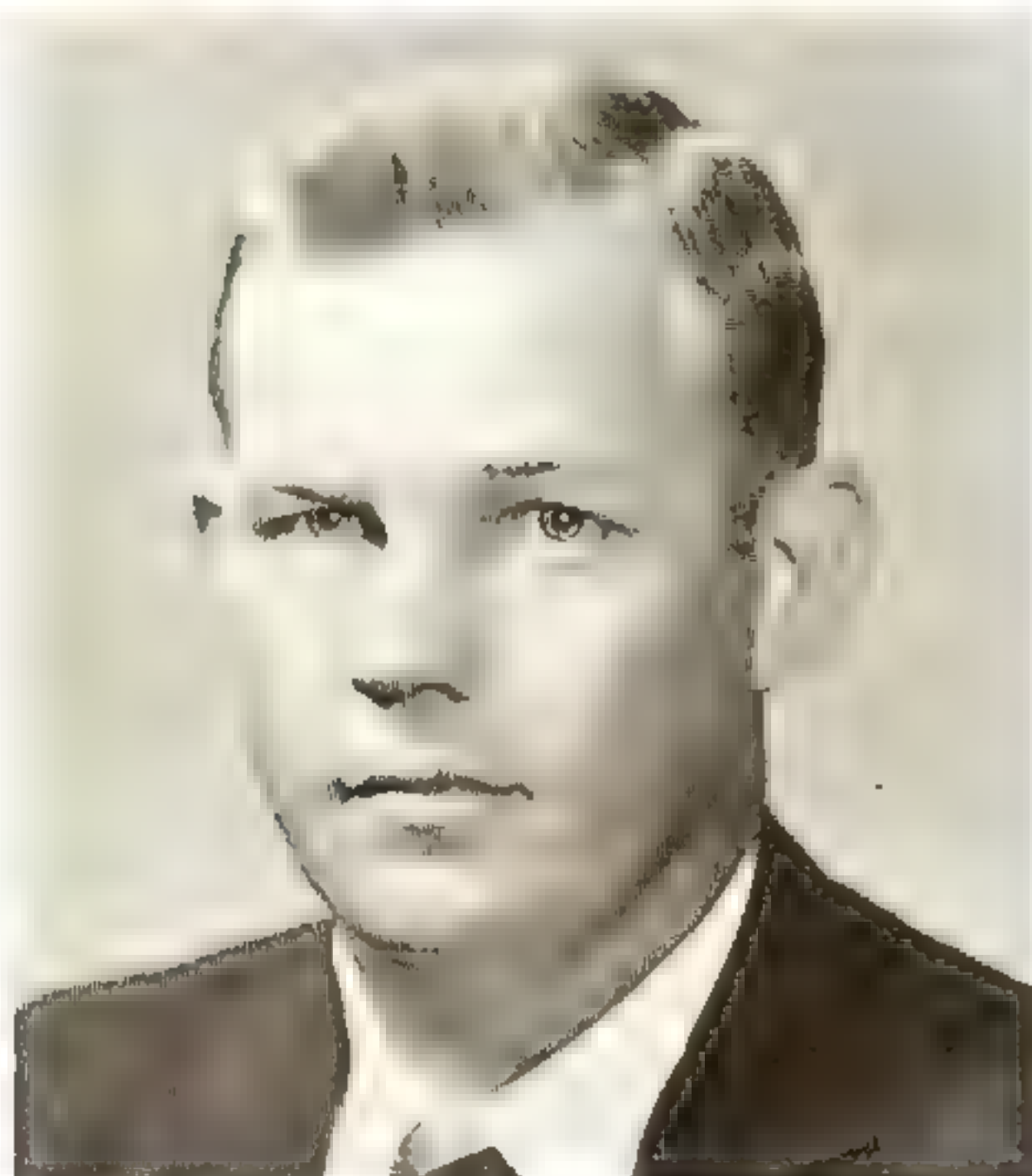


Mr. Holland



Mr. Henckel





Mr. Watkins

Edith, live at 1250 Church. They have one daughter, Mrs. Sylvia Reuwer of Richmond, Texas.

### R. H. Henckel, Sr.

Mr. Henckel, a native of Houston, began his electrical career with Galveston Electric Company in 1921. He has been with GSU since 1926 when he came to work as watch engineer in Orange. In 1929, he was made superintendent at the generating plant in Navasota. He was transferred to Beaumont in 1930 as a load dispatcher. He has been at Neches Station since 1941 when he was named maintenance foreman, and he has been maintenance engineer since 1949.

Mr. Henckel and his wife, Lucie, make their home at 1140 Skipwith. They have two daughters, Mrs. C. A. Clark, and Mrs. H. L. Vickery, and one son, Roy H. Jr., an employee in Gulf States' Beaumont Transmission and Distribution Department. They are members of St. Anthony's Catholic Church.

### J. D. Watkins

Mr. Watkins has been an employee since February, 1958, following his graduation from Louisiana State University in January, 1958, with a mechanical engineering degree. He is a native of Hatchechubee, Alabama.

Mr. Watkins and his wife, Wanda, live at 7160 Lewis Drive, and have two children, Jamie Ann and James D. Jr. Mr. Watkins is very active in community affairs. He is presently serving as the representative of the Voth-Rosedale Community Council to the Beaumont Community Council. Last year he served as general chairman for Beaumont District employee solicitations during the United Appeals Drive.

Mr. Watkins is president of the Live Wires Club, recreation organization for employees in Beaumont. He is a mem-

## Gene Mullin Promoted, Moved To Lake Charles

GENE B. MULLIN, supervisor of customer accounts, Beaumont, has been promoted to accounting supervisor in Lake Charles Division. He assumed his new duties on August 1.

Mr. Mullin in his new job handles the accounting responsibilities formerly administered by Andre J. Dubus, Lake Charles district superintendent until his death July 14.

A native of Port Arthur, Mr. Mullin joined our Company in December, 1954, in Beaumont as a senior accounting clerk. He was promoted to assistant plant accountant in 1956 and was elevated to supervisor of customer accounts in 1962.

Mr. Mullin was graduated from Port Arthur High School in 1947. He attended Texas A&M for a year before transferring to what was then Lamar Junior College in Beaumont.

After a half year, he transferred to Stephen F. Austin State College in Nacogdoches. There, he won three varsity football letters before securing his degree in business administration in May, 1952.

Member of the Forest Park Methodist Church, the American Society of Mechanical Engineers (Sabine Chapter), and is a registered professional engineer in both Texas and Louisiana.

For the past year, Mr. Watkins has been civil defense coordinator for our Company. He has been in charge of setting up plans for a system-wide civil defense program and the training of local civil defense coordinators at each Company facility throughout Louisiana and Texas to carry out this program.



"I guess we've done something wrong. Your dad on a pole doesn't tilt this much!"



Mr. Mullins

He received his master's degree in education three months later. He then went into the Army and served in the finance corps at Fort Hood, Texas, until his discharge in 1954.

He was a member of the Beaumont Chamber of Commerce, Beaumont Young Men's Business League, El Mina Shrine Temple of Galveston, and El Mina Shrine Patrol of Beaumont. He is treasurer of the Beaumont Shrine Patrol.

Mr. Mullin and his wife, Faye, have one child, Katherine Ann, 7. They have been attending the South Park Church of Christ in Beaumont.

## Alan Hastings Addresses First JESSI at Lamar

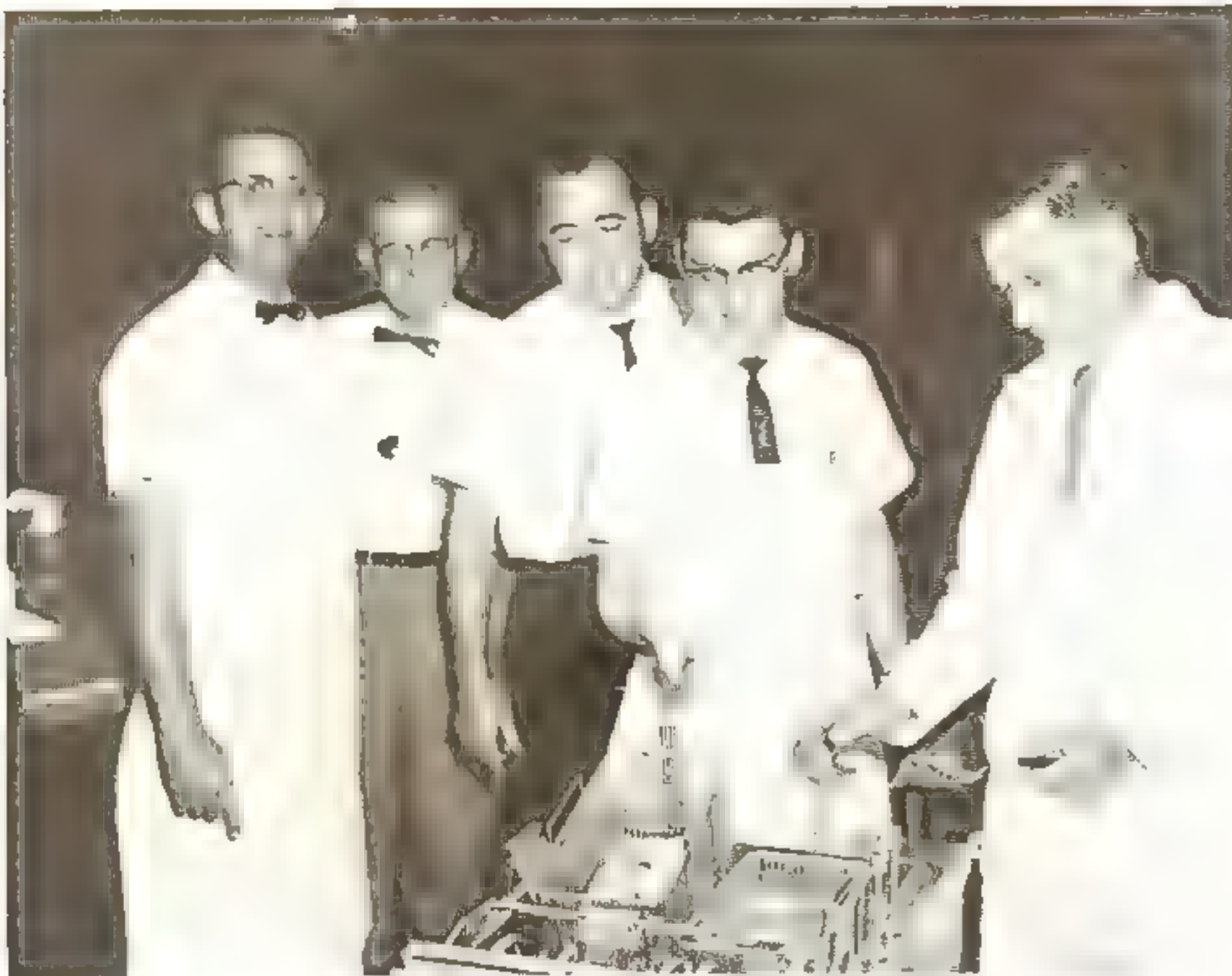
ALAN W. HASTINGS, vice president and assistant to the chairman of the board, Beaumont, was a guest speaker at the first Junior Engineers' and Scientists' Summer Institute ever held in Texas at Lamar Tech. Also talking before part of the group was John Warmack, System Production, who told the future engineers about jobs available in our industry.

JESSI is an exploration of the sciences and engineering designed for guidance of precollege students in these fields.

The students follow a two-weeks prescribed schedule which exposes them to pure and applied, biological and physical sciences.

Selected were students who will be in the 11th and 12th grades next fall. The students at Lamar were from Texas, Louisiana, Arkansas, Utah, Illinois, Mississippi, Minnesota and Oklahoma.





"BRING ALONG YOUR APPETITE!" Baton Rouge sales personnel believe the "proof is in the tasting." Shown here about to sample food fried better electrically are (left): Ken Wells of Wells Manufacturing Co. Bill Johnson of Raleigh Johnson Co. and Gulf Staters Walter Benjamin, Lester Landry, Jim Stelly, Don Sullivan and J. L. Clement.



NEWEST IN FRY KETTLE COOKING. "Count-Down" meetings, such as this one in Beaumont, gave salesmen an opportunity to inspect the latest in fry kettles. Shown here are: Paul Baker, Joe Bailey, Buck Elkins, Volz Elliott, Buck Wingard, Bill Richard and Brooks Bishop. Such meetings resulted in record fry kettle sales in May and June.

## Campaign Puts 128 New Fry Kettles on Line

A campaign, based on the space theme "Circle the Globe," resulted in 128 commercial electric fry kettles being "put on the line" during our Commercial Sales Department's May-June fry kettle campaign.

The campaign produced sales totaling 959.4 kilowatts. Our commercial representatives helped area dealers sell 134.7 per cent of quota. These sales represent \$19,200 in estimated annual revenues.

Top salesmen for the campaign and their per cent of quota were: Buck Wingard, Orange (275.6 per cent); Glenn Haines, Beaumont (267.4 per cent); Wyatt Bell, Liberty (190.7 per cent); Brooks Bishop, Beaumont (168.4 per cent) and Lester Landry, Baton Rouge (160.2 per cent). Division leaders were: Lester Landry, Baton Rouge; Raymond McGowen, Lake Charles; Buck Wingard, Beaumont; Volz Elliott, Navasota and Buck Elkins, Port Arthur.

The campaign was designed to obtain the combined effort and close cooperation of company salesmen and dealers. Prior to the May 1 "Blast Off," several "Count-Down" meetings were held throughout our service area for dealers and their salesmen. Complete campaign plans, sales features and sales tips were outlined and discussed.

Bill Richard, supervisor of commercial sales, summed up the campaign saying, "The outstanding success of this campaign can be truly attributed to the old-fashioned phrase 'a team effort.' It just goes to prove once again that when a group of salesmen channel their efforts toward a common goal, the greatest of heights is attainable."

## Jean Smith Made Louisiana Station Planning Supervisor

**JEAN F. SMITH**, assistant turbine maintenance engineer, Louisiana Station, has been promoted to planning supervisor. This promotion was effective July 16.

Mr. Smith, a native of East St. Louis, Ill., has been with our Company since 1951. He has been an engineer at Louisiana Station for his entire length of service.

He is a mechanical engineering graduate of LSU and served with the Army Air Corps and Army Corps of Engineers.

Mr. Smith and his wife, Edna, live at 4343 St. Katherine Ave., Baton Rouge. They have four daughters: Linda, 17, a freshman at University of Dallas; Catherine, 16, a senior, and Delores, 15, a sophomore, both students at Baton Rouge's Redemptorist High School; and Frances, 14, a freshman at St. Mary's of Pines High School, Chatawa, Miss.

Mr. Smith is a member of the Louisiana Engineering Society and the American Society of Mechanical Engineers and is a third degree member of Knights of Columbus.



Mr. Smith





Mrs. Voyles



Mr. Bankston

## Two Port Arthur Employees To Retire September 1

TWO long-time employees of the Port Arthur Division, Mamie B. Voyles, home service advisor, senior, and Luther K. Bankston, serviceman, first class, will retire September 1.

### Mrs. Voyles

Mrs. Voyles has been an employee of our Company for almost 41 years. She came to work in Port Arthur in October, 1922, as an application clerk. She has been in home service work since 1931 and has been a home ser-

vice advisor, senior, since 1949. Mrs. Voyles is well-known throughout the Port Arthur and Mid-County areas for the many kitchens she has helped design.

A native of Trotti, Texas, Mrs. Voyles was raised in Merryville, Louisiana, where she attended school. She also attended business college in Houston and has taken a number of extension courses in salesmanship. She also attended Lamar Tech under the Company's aid to education program.

Mrs. Voyles was our Company's first home economist after the Home Services Department was established. She organized and conducted the first Camp Fire Girls cooking school and the first training class in cooking for sales representatives.

Mrs. Voyles also served as the first state chairman of the Woman's Public Information Committee, Southwestern Geographical Division of the National Electric Light Association.

Long active in women's civic affairs in Port Arthur, Mrs. Voyles is a charter member and was the second president of the Port Arthur Business and Professional Women's Club, a charter member and past president of the Quota Club, and a past associate matron of the Order of Eastern Star, Priscilla Chapter #58.

Other offices held by Mrs. Voyles are past treasurer of the Port Arthur Department Club and past secretary and treasurer of the Culture Club. She has been a member of both organizations for 25 years. She is present recording secretary of Chapter C P, P.E.O. Sisterhood and present president of the Delmar Garden Club.

She taught a Sunday school class for teen age girls at the Methodist Temple for ten years. One of her students was Leonora O'Neal, now system director of home services, Beaumont.

Mrs. Voyles and her husband, Jack, a Port Arthur lawyer and former city attorney for Port Arthur, make their home at 3900 Lakeshore Drive in Port Arthur. They are members of the First Presbyterian Church in Port Arthur.

"After retirement, I plan to spend more time with my husband, family and friends," Mrs. Voyles said when asked about her future plans. "I'll have more time to enjoy my home and do a lot of church work, club work and be ready to go every time my husband has to make a trip. We both like to travel and to be together whenever possible."

### Mr. Bankston

A native of Grangeville, Louisiana, Mr. Bankston came to work for our Company in September, 1926, after having worked for Western Union in Dallas as a lineman from 1921 to 1926.

He began his employment as a helper in Port Arthur and served through various service classifications to become a serviceman, first class, in 1941. His entire length of service has been spent in Port Arthur except for two years, 1942-1943, while on military service leave.

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*Highway accidents in the U.S. took a record number of lives in 1962. About 40,500 people died on the nations highways last year, and more than 3,345,000 were injured.*

## Westley Fields, Neches Station, To Retire

WESTLEY FIELDS, an employee at Neches Station since 1928, will retire on September 1.

He came to work as an extra laborer shortly after the generating plant was built and has worked his entire career at Neches Station.

A native of Lafayette, Louisiana, he attended school in Lafayette and Crowley, Louisiana. Prior to coming to work for our Company he was employed by various businesses in Crowley and Port Arthur.

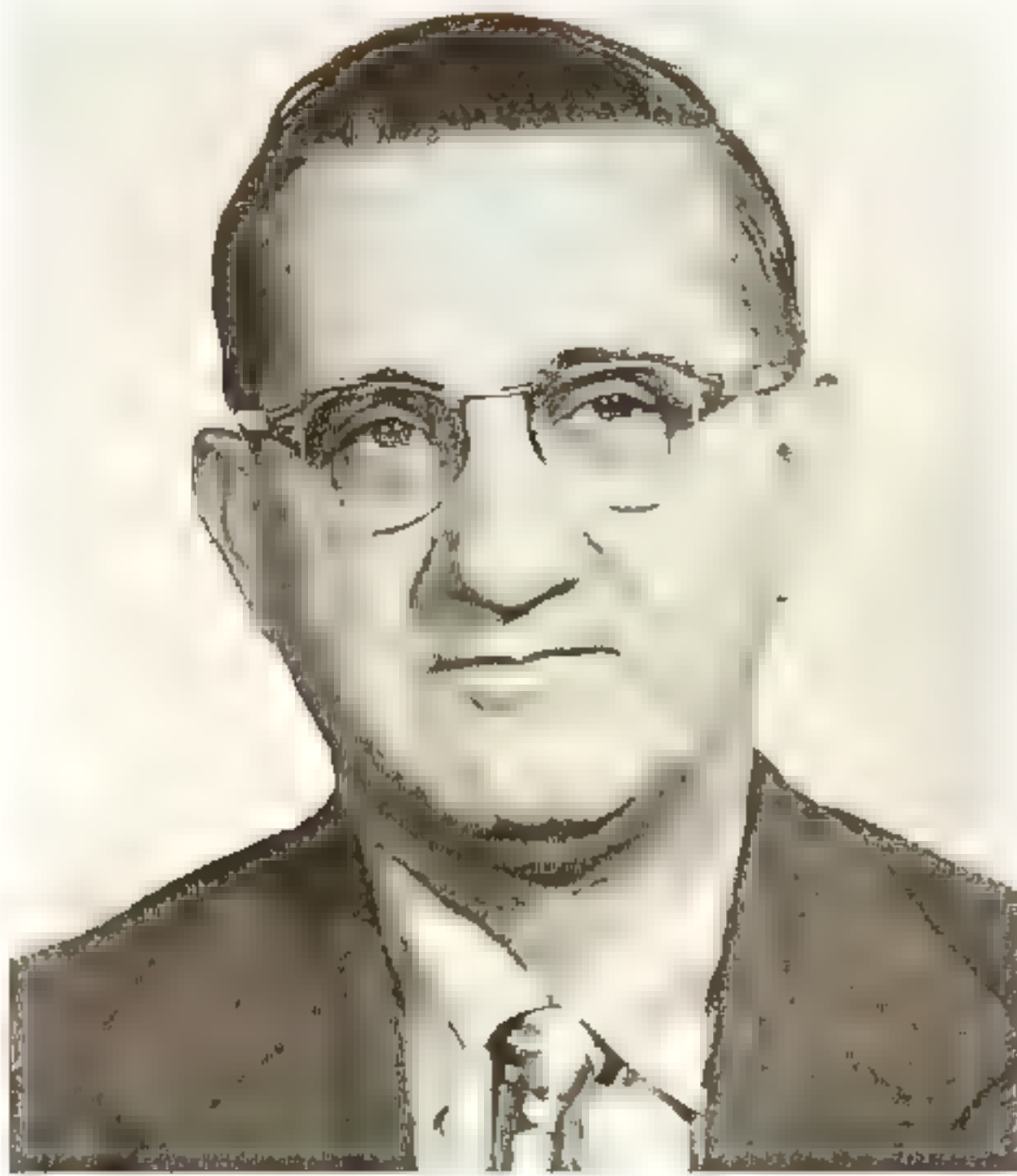
He, his wife, and two children, one a second grader at Bethune Elementary School, live at 835 Stanton Street



Westley Fields

in Beaumont. He is the pastor of the Bethlehem Baptist Church in Beaumont.





Mr. East

## Philo East Electrocuted At Home

**F**UNERAL services were held in St. Margaret's Catholic Church in Lake Charles August 7 for Philo East, 58, an employee in the Lake Charles Substation Department, who died August 5. Burial followed in the Grand Chenier Catholic Cemetery.

Mr. East was working under his house installing a door bell when he came in contact with a 110-volt wire. He was pronounced dead on arrival at St. Patrick's Hospital in Lake Charles.

A native of Grand Chenier, Louisiana, Mr. East had been an employee of our Company since 1944. He served in various positions in the Substation Department until made a utilityman in 1955.

Mr. East is survived by his wife, Mrs. Inez East, 601 Sycamore, Lake Charles; two sons, Floyd and Baldwin, Lake Charles; three grandchildren; three brothers; and three sisters.

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*This matter of saying the right thing at the right time—and saying it gracefully—is strictly one of tact. Sometimes people confuse tact with flattery or insincerity, but it isn't that at all. It is an ability or knack for talking and dealing with other people without hurting their feelings or creating the wrong impression. It is the art of being considerate.—Lorrie McLaughlin in Progress.*

## Andre Dubus, Lake Charles, Dies Following Long Illness

**F**UNERAL services were held July 15 in Lake Charles for Andre Dubus, Sr., 59, superintendent for the Lake Charles District. Mr. Dubus died at his residence July 14 following a lengthy illness.

Mr. Dubus had been district superintendent in Lake Charles for ten years. Previously he had held the same position in the Lafayette District. He had been an employee of our Company for 35 years. All of his service with the Company had been in the Lake Charles Division.

He was an active member of the Episcopal Church, having served on the vestry of the Episcopal Church of the Good Shepherd. He was a member of the Rotary Club and had served on the board of the Lake Charles Golf and Country Club.

Survivors, besides his wife, Mrs. Kathryn Burke Dubus, include: one son, Capt. Andre Dubus, Jr., of the United States Marine Corps; and two daughters, Mrs. John Selleck and Mrs. Melvin Michel, both of Baton Rouge; three sisters; and 14 grandchildren.

### SYMPATHY TO:

**L. N. Brannan**, system supervisor of area development, Beaumont, on the death of his mother, Mrs. Della Brannan, 92, July 24, in Hillsboro, Texas.

**Mary Snowden**, Advertising, Beaumont, on the death of her son, Carol Glenn, on July 14 in an accident near Jeanerette, Louisiana. Mr. Glenn and his wife, **Maxine**, a former employee in System Billing Records, Beaumont, were moving to Morgan City, Louisiana, when the accident occurred.

**L. E. Wallace**, Baton Rouge Gas, on the death of his brother-in-law, Tim Martin.

**I. J. Teal**, head fireman, Neches Station, on the death of his brother.

## Electrical Shock Proves Fatal for Port Arthurian

**F**UNERAL services were held July 27 in St. Joseph's Catholic Church in Evangeline, Louisiana, for Joseph M. LeJeune, 25, a lineman in the Port Arthur T&D.

Mr. LeJeune received a fatal electric shock and burn while repairing overhead conductors blown down by a storm in Nederland on July 26.

A native of Evangeline, Mr. LeJeune had been an employee of our Company since 1957, when he came to work in the Port Arthur Line following his graduation from Iota, Louisiana, High School. At the time of his death he was a lineman, third class.

Mr. LeJeune, who lived in Groves, is survived by his wife, Mrs. Alice LeJeune; daughters, Vicky Lynn and Theresa Ann; son, Raymond, all of Groves; his parents, Mr. and Mrs. Raymond LeJeune, of Evangeline; four brothers and seven sisters.

### THRIFT PLAN

**PURCHASES** of Company stock made by the trustee during July covering employee deductions and Company contributions through June were as follows:

2,165 shares of Common stock at a total cost of \$78,237.15 or an average cost per share of \$36.1373.

105 shares of \$4.40 Preferred stock which cost a total of \$10,281.46, an average of \$97.9187 per share.

These costs included brokerage and commission fees.

The trustee also deposited \$42,942.87 with the savings department of the First Security National Bank in Beaumont.



In Port Arthur meet . . .

## Directors Announce Dividend

OUR Company's board of directors met at the Driftwood Motel in Port Arthur, August 8, and declared regular dividends on common and preferred GSU stock.

Quarterly dividends of 28 cents a share of common stock and regular quarterly dividends on the seven series of preferred stock were declared by the board of directors.

Dividends will be paid September 15, date of record August 19.

In other business, various construction items were discussed and approved.

J. J. Morrison, president and chairman of the board, presided at the meeting. Other directors present were Munger T. Ball, Port Arthur; E. L. Robinson, L. M. Welch, Roy S. Nelson, B. D. Orgain, Alan W. Hastings, Beaumont; E. A. Werner, H. E. Brown, C. P. Manship, Jr., Baton Rouge; F. F. Johnson, Lake Charles; and E. W. Hiam, Boston, Massachusetts.



'LONGTIMERS' IN MIDCOUNTY. A. C. (Frog) Handley, William (Mooch) Ingwersen and Miss Mattie Gray, from left to right, were featured in the August 8 edition of the Nederland, Texas, Midcounty Review for having over 105 years of combined service time with our Company. "And 91 years of that," the Midcounty Review points out, "came right here in the Port Neches-Nederland office." Mr. Handley is the Midcounty District superintendent, Mr. Ingwersen is a sales representative and Miss Gray is an office clerk. Mr. Handley has 38 years with our Company, Mr. Ingwersen has 33 and Miss Gray has 34.

*It is usually far easier to change a wrong decision than to live in constant fear of making the wrong decision.—  
Nola Mae McFillen in Progress.*

## gulf staters in the news

ROY S. NELSON, former chairman of the board and president of our Company, was elected a member of the board of directors of the Petroleum State Insurance Company on July 18 in Beaumont. Petroleum State is the only old line legal reserve life insurance company with home offices located in the Beaumont area.

Mr. Nelson, who continues as a director of our Company, serves on the board of First Security National Bank of Beaumont, Beaumont Savings and Loan Association and Tennessee Gas Transmission Company. He is president of the Downtown Rotary Club of Beaumont.

J. Kirby Jones, superintendent of sales, Port Arthur, described our Company's role in the High Temperature Reactor Development Association's program concerning the production of electrical power from atomic energy at a recent meeting of the Port Arthur Evening Lions Club. Also present from our Company was Fred Parent.

C. M. Scott, division manager in Port Arthur, was recently chosen vice chairman of a committee formed to promote the September 14, \$12,000,000 bond election in South Jefferson County to provide hurricane protection.



CIVIC PRIDE PAYS OFF. Mrs. John Sturrock, right, and Mrs. Burton Fortenberry, middle, receive a silver platter award for finishing third in the state finals of the 1963 Texas Community Improvement Contest sponsored by our Company and the state's other investor-owned electric utilities and conducted by the Texas A&M Extension Service. Presenting the platter is Dr. Dan Pfannstiel, assistant director of the Extension Service. Mrs. Sturrock was chairman of the Colmesneil Improvement Committee and Mrs. Fortenberry was secretary. L. V. Dugas, system superintendent of commercial and industrial sales, was principal speaker for the awards program at Colmesneil.



# Let's Read Our Mail

## FROM SPURGER, TEXAS

Area Development

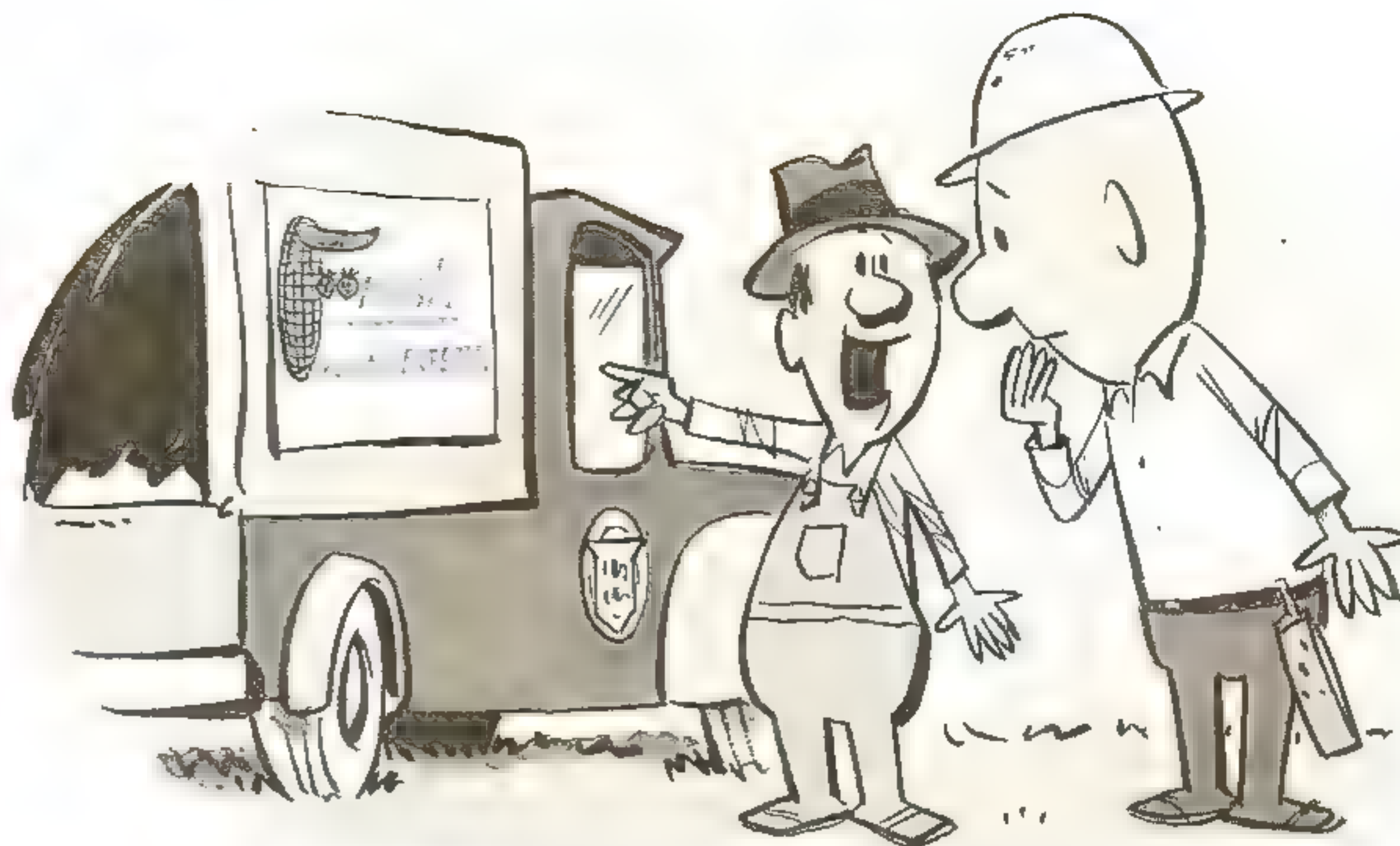
Dear Mr. Brannan,

I greatly appreciate the opportunity afforded by the recent Electric Motors Short Course held at SHSTC, Huntsville, to learn more about electricity and motors that I might more effectively teach it to my high school classes.

The program was well planned and each instructor did an excellent teaching job. I plan to include more hours on electricity in my teaching schedule next year.

I look forward to some future course in this field.

Respectfully yours,  
Travis Scott  
Teacher, Vocational  
Agriculture  
Spurger High School



## Can You Beat This?

### FROM BEAUMONT

Beaumont Sales

Dear Mr. McAlpine:

I wish to convey my heartfelt thanks once again for all of your efforts in assisting me to install an air conditioning unit at my mother's home in Beaumont last Friday.

I know that probably you folks thought there was some kind of "nut" loose in Beaumont last Friday morning in trying to attempt everything from scratch, but of course without your help and the Gulf States Utilities men that were dispatched it could not have been done. Incidentally I have never seen men work as fast and as accurate as the men that were sent from your firm. In fact what made me wake up all the more to your organization was when both men came on the run, after the truck stopped, to ask me; "if my mother was home yet?" Where complete strangers take that interest, you people must have what is termed "a going thing."

Of course, I can't begin to tell you how happy you made my mother, especially after she walked into the cool house, and I know she appreciates your efforts as well as the others.

I would sincerely appreciate it if you would pass this very small piece of appreciation to the men of your firm who had a hand in this undertaking.

Thanks again.

Sincerely,  
Alan Antill

DALTON S. WHITMIRE, district meter reader, Madisonville, was mistaken for a vegetable peddler last summer while reading meters at North Zulch.

At that time the advertising signs on our trucks carried the message "Fresh from the Freezer". Garden fresh vegetables and fruits were used to illustrate the lettering on the sign.

A gentleman approached Mr. Whitmire and said, "Yes, sir, I'd like to buy about a dozen of those roasting ears you are advertising."

While our Company doesn't sell roasting ears or strawberries, we do make it our business to assure our customers of plenty of electric service so they can enjoy garden fresh foods from their freezers the year around.

(Do you have any stories about amusing or unusual incidents about Company operations or customer relations? If so, how about sending them in to PLAIN TALKS? We'll try to make this a monthly column.)

### FROM AUSTIN

To Frank Jones, system safety director

Dear Mr. Jones:

We appreciate the information contained in your letter of July 25th regarding the Medical Self-Help Program.

We, as you, are extremely proud of and grateful for the work which Mr. Wolston and Mrs. LaRocca are doing on a project in which we have a vital interest. We are writing both of them to that effect.

The purpose of this letter, however, is to try some way to express to you and the other officials of the Gulf States Utilities Company how much we appreciate the extraordinary emphasis your organization has manifested in the Medical Self-Help Program. This demonstration of awareness to the prob-

lems of our times and the willingness to participate in programs which are designed to provide as much security as possible during these trying times is prima-facie evidence of an attitude which reflects a real desire to fulfill a need to which your company is dedicated—namely, public service. This, I'm sure, is one of the prime reasons for the success which your company has enjoyed and will, undoubtedly, continue to enjoy for years to come.

Please know that we are extremely grateful and most anxious to cooperate in bringing this program to a successful conclusion.

Sincerely,  
J. E. Peavy, M. D.  
Commissioner of Health  
State of Texas  
Department of Health

Plain Talks



## FROM CONROE

To Hal Reagan, Advertising  
Dear Hal,

Please convey our appreciation to the Gulf States people for enabling us to attend the nuclear science symposium in Austin this last June. It was very interesting and did much to further our understanding of the importance of nuclear energy to society. Your personal courtesies did much to make our trip more enjoyable.

Sincerely yours,  
Ronnie G. Engle  
Conroe High School

## Merit Award



## Our Annual Report Wins Merit Award

FOR the 15th consecutive year, our Company has received a Merit Award from Financial World for its 1962 Annual Report to shareholders. It has been announced.

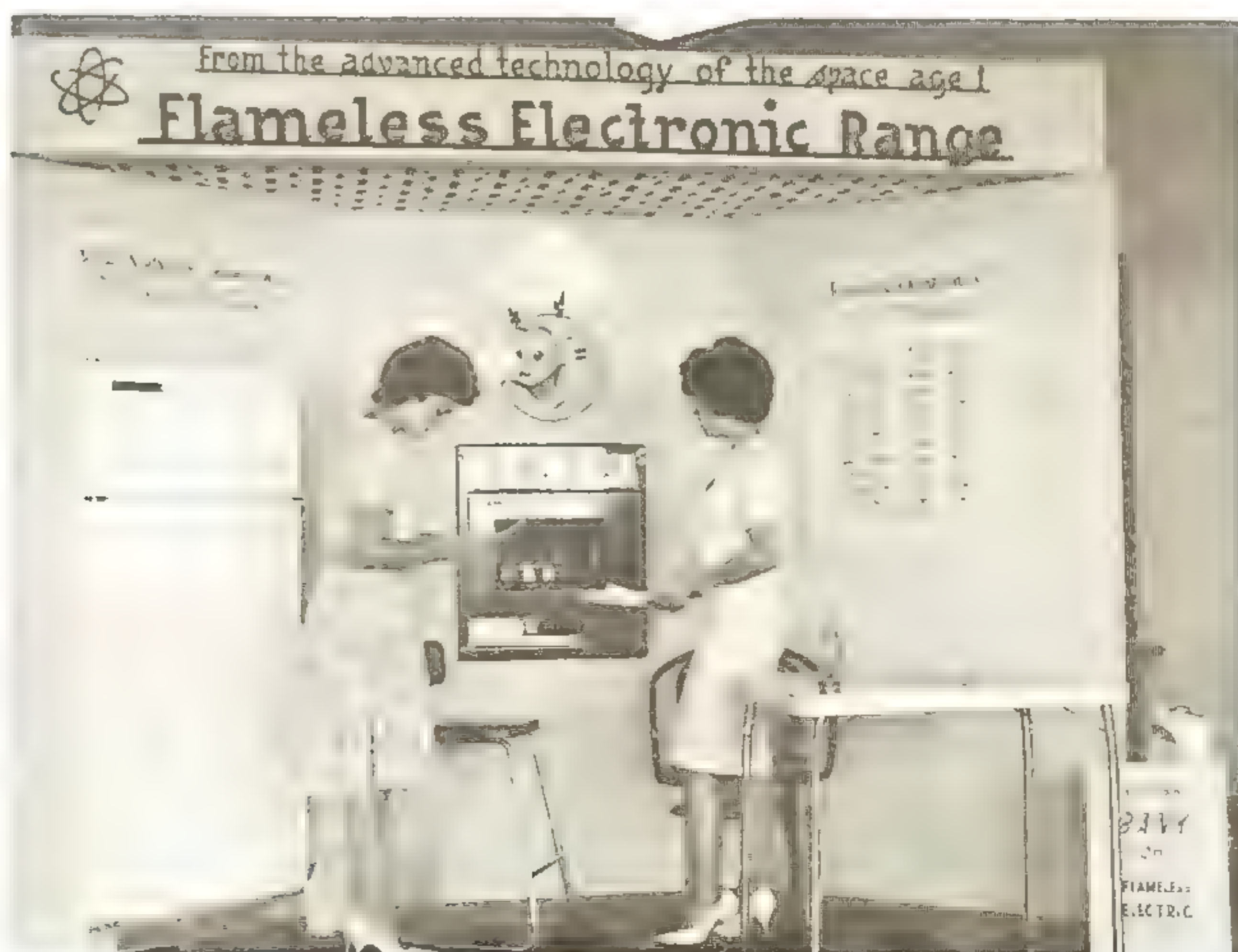
Signed by Richard J. Anderson, editor and publisher of the world-wide circulated magazine, the award was presented "in recognition of the excellence of Gulf States' 1962 Annual Report."

Our report, a 28-page booklet featuring a cover shot of the recently-completed Goodyear Tire and Rubber Company near Beaumont, was selected on the basis of content, design and typography from among 5,000 entries in the 23rd Annual Report Survey conducted during 1963.

August, 1963



**BUSY AT 4-H ELECTRIC DAY.** Making real pin-up study lamps kept these youngsters interested and busy most of the day July 2 during the fourth annual Tyler County 4-H Club Electrical Day at the Colmesneil Community Center. Half of the day's 20-plus turnout made lamps while the others made minor repairs to small electrical appliances. The occasion was sponsored by the Tyler County Agriculture Extension Service and the day's program was presented by our Company. Aubrey Sprawls, industrial engineer, Beaumont; Gwen Hansen, home service advisor, Beaumont; and Jack Ogden, sales representative, Woodville, served as instructors. Mrs. Maurine Mooney, standing, is the Tyler County Home Demonstration Agent.



**LIVING IN THE SPACE AGE.** Space Age technology has produced many marvels for the modern housewife. Still unsurpassed is the Flameless Electronic Oven, displayed by our Company at the opening of the new First Security National Bank building in Beaumont, recently. Both factory personnel and Company home service advisors demonstrated the range to open house visitors.



100-  
95-  
90-  
80-

WHEN THIS HAPPENS...

... I WORK HARDER ...

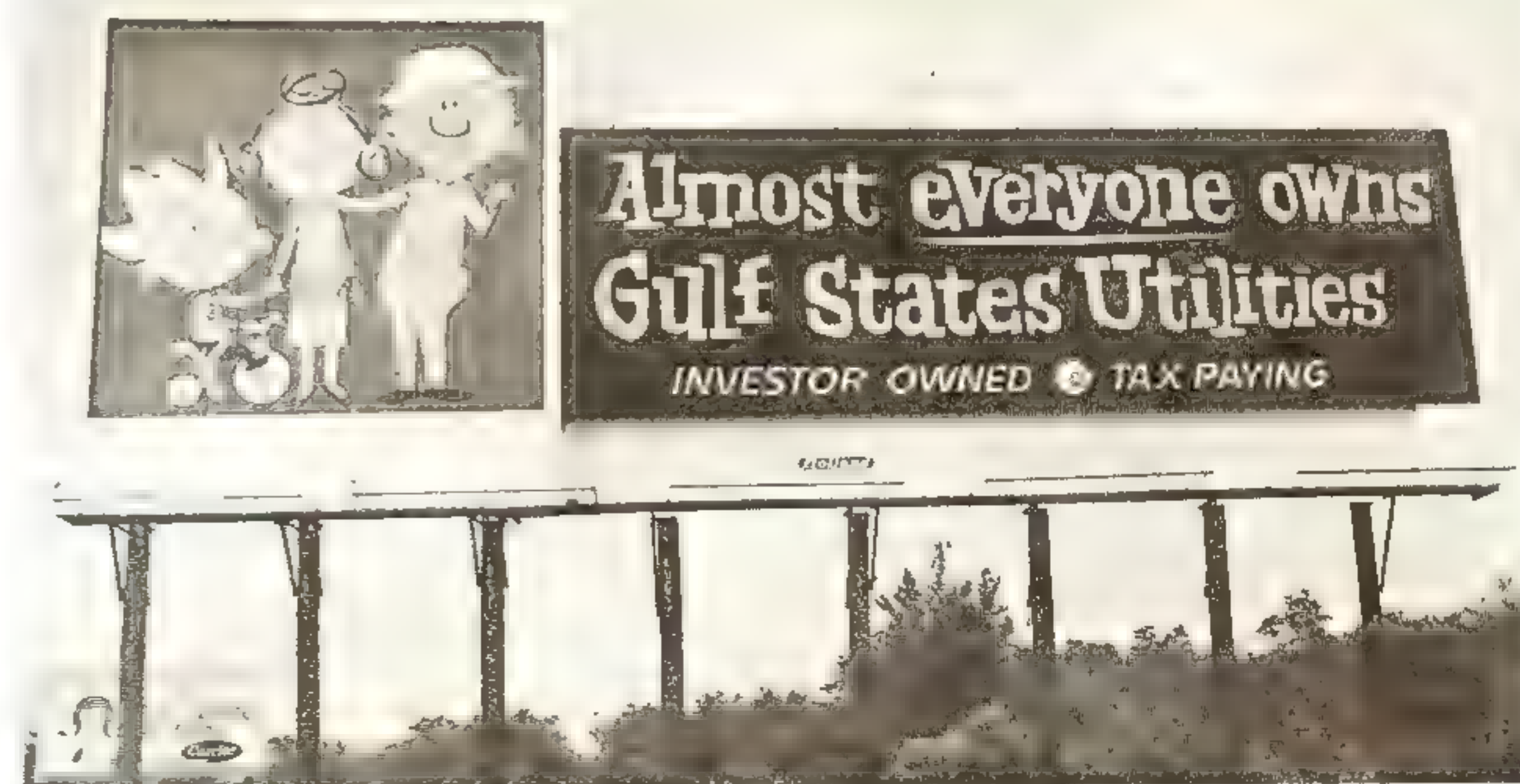
... LONGER HOURS, TOO ...

... SO YOUR GSU SERVICE BILL MAY BE HIGHER.

**COOL COMFORT**

**BUT BOY IT'S WORTH IT!**

**GULF STATES UTILITIES COMPANY**



THE NEWEST LOOK IN OUTDOOR ADVERTISING. Our Company has installed the first TriVision outdoor display in the Sabine area. The sign is constructed of 16 vertical, three-sided louvers, which turn every five seconds to provide three complete new illustrations every 15 seconds. The new display is on Interstate Highway 10 behind the Gateway Shopping City. The TriVision signboard was designed by the Beaumont Advertising Department with art work by the department's artists and will be used to carry advertising messages about our Company's services. The board presently carries a message pointing out that our Company is an investor-owned, taxpaying business. The message and illustration will be changed from time to time.



# SERVICE AWARDS

## FORTY YEARS



W. R. Allen  
Distribution  
Navasota

## THIRTY YEARS



M. O. Akins  
Distribution  
Baton Rouge

## TWENTY YEARS



J. T. DeVall  
Distribution  
Jennings



S. B. Farrar  
Production  
Louisiana Station



C. E. Johnson  
Production  
Louisiana Station



J. J. Jordan  
Distribution  
Cleveland



Willie Hart  
Production  
Louisiana Station



J. D. Herson  
Production  
Louisiana Station

## TEN YEARS



A. G. Fontana  
Treasury  
Beaumont



F. W. Dickschat, Jr.  
Distribution  
Navasota



V. F. Foster  
Sales  
Madisonville



J. L. Grimes  
Engineering  
Beaumont



C. J. Heaton  
Distribution  
Huntsville



C. M. Naquin  
Distribution  
Baton Rouge



J. W. Meno  
Treasury  
Jennings





## Picnic Fun At Wye Delta

**ENJOYING A DAY OF PICNICKING.** Last month the employees of Orange District and Sabine Power Plant, their families and guests, enjoyed their annual barbecue at the grounds of Wye Delta Recreation Association. The association is made up of employees from Orange and Sabine. The members have been putting in many a long hour on Saturdays to put the grounds in shape. Don Cowan, general chairman for this year's event, said he had lots of help from a number of Gulf Staters and he wants to thank them for all the work they put into making the party a success.





## over the COFFEE CUP



**EUGENE BYRD**, senior student at Westlake High School, was selected by a Louisiana Polytechnic Institute Faculty Screening Committee, Ruston, La., to attend the Summer Science Institute for High-Ability Secondary School Science Students.



The institute was held on the Louisiana Tech. campus June 10 through August 9, 1963, and was designed to provide an opportunity for 40 outstanding high school boys and girls to have close association with mature scientists in their interest areas; to provide modern yet fundamental concepts and knowledge pertaining to the sciences; to stimulate and promote interest in science and its promulgation; to improve the quality of future scientists; and to provide career guidance for outstanding students through early introduction to several science fields.

The multidiscipline program is made possible by a grant from the National Science Foundation.

Eugene is an honor student at Westlake High and has been elected president of the "Student Council" for the coming year. He is the son of Mr. and Mrs. E. E. Byrd. Mr. Byrd is a truck driver in the Lake Charles Substation Department.

**T**HERE have been a number of vacationers in the Lake Charles District during the month of July. The follow-

ing vacationers are employees in the Lake Charles Substation Department.

**David Lewis** recently spent two weeks at Fort Sill, Oklahoma, undergoing active reserve military training.

Returning from a weeks vacation at Six Flags Over Texas were Mr. and Mrs. **Bill Hogan** and family.

Mr. and Mrs. **Chester Landry** recently enjoyed a two-week vacation trip visiting many points of interest in Arkansas and Missouri.

Spending a few days in Galveston were Mr. and Mrs. **Feland Bush** and sons. They also visited in New Orleans during their vacation.

Recent guests in the home of the **Frank Washington's** were their daughter and her family from Reno, Nevada. Frank is in the Lake Charles Substation Dept.

Mr. and Mrs. **Ed Keller** motored up to Butte, Montana on their vacation. They also visited various places in Idaho and Washington. Ed is a mechanic in the Lake Charles Garage.

—By Jo Ann Burnett

**MR. and MRS. ROBERT STEWART** and daughter, **Theresa**, visited with Mr. Stewart's parents, Mr. and Mrs. **Whit Stewart** in Roanoke, Alabama. Mr. Stewart is serviceman first class.

**Debbie**, **Virgil** and **Gary** enjoyed camping on Old Town Bay with their father, **Jack Haley**.

Mr. and Mrs. **J. M. Manuel** and their son, **Joey**, spent their vacation in Lake Providence, La. visiting little Joey's maternal grandparents, Mr. and Mrs. **W. O. Riddle**.

**Miss Shannon Bridges** enjoyed a week's vacation in Mississippi.

Mr. and Mrs. **E. K. DeWoody** and four children spent a pleasant week at Crystal Beach. Mr. DeWoody's parents from St. Louis, Mo. and Mrs. DeWoody's brother from Crowley, La. were their guests.

Mr. and Mrs. **Murphy A. Guidry** and children enjoyed their vacation touring points of interest in Los Angeles, Disneyland, Las Vegas, and Grand Canyon.

The **Carol Foreman's** enjoyed swimming and floundering at Crystal Beach.

Mr. and Mrs. **Robert Wiggins** and sons, **Ernest**, **Robert** and **Michael** visited with Mr. Wiggins' parents in South Carolina.

—By Brenda Morgan

**P. C. MOORE** was married June 29 to **Kay Ledbetter**, the daughter of **Wilmer Ledbetter**, one of our garage



**FROM THE SEA.** **L. E. Stough**, master test technician, **Roy S. Nelson Station**, shows off some of the fish caught on an off-shore fishing trip. The catch included eight ling weighing around 40 pounds each and eight king mackerel weighing from 15 to 20 pounds. Others on the trip from Nelson were **Daniel Gipson** and son, **Bill**, **Everett Pratt** and **Bob Atkinson**.

mechanics. **P. C.** and **Kay** spent their honeymoon in Arkansas and are now home in Lake Charles. **P. C.** is in the **T & D Line**.

—By Charlene Harper

## Nelson Station

**WINNIE AND EVERETT PRATT** and **Elizabeth** had a wonderful time camping at Lake Bistrineau for a week. The **Pratts** enjoyed fishing and swimming and plenty of outdoors.

Mr. and Mrs. **A. H. Demers** and son, **Ricky**, took the first week of their vacation near home. They made the pro ball game between Chicago Cubs and Houston Colts in Houston, Texas. The **Demers** spent a second week of vacation camping at Lake Hamilton in Arkansas.

**Louis E. Stough** and **Milton Pharr** stayed a week at Grand Isle, La., fishing and shrimping.

**F. B. McGee** was off a few days due to cellulitis but has returned to work and is doing well.

**Ruth** and **Rene DeBlanc**, along with daughters, **Brenda** and **Mona**, traveled to Arkansas on vacation. They visited with relatives of Mr. DeBlanc and friends who are former residents of Lake Charles.

**Bob Atkinson** and daughter, **Jackie**, went to Illinois on two weeks vacation. They visited with Bob's family and friends. Bob also tried fishing in the Great Lakes while there.



**Buck Mouhart**, test technician at Nelson Station, and partner **Les Willard**, better known as Quinine Gumstump and his little Cajun buddy, Buck, took part again this year in Bill Daniel's annual crippled children's party at the Plantation ranch in Romayor, Texas. They also are taking part in political rallies throughout state of Louisiana in connection with the governor's race.

—By *Dora Ann Johnson*



**F**AST trips around the earth have been a subject of wide interest since Jules Verne, French novelist, described an imaginary trip by Phineas Fogg in "Around the World In 80 Days," occurring in the whereabouts of 1872.

**Helen Powell** and her son, **Tim**, made a good stab at trying to break the record on their recent eight day journey through Texas and New Mexico.

Since there was no gaily painted stratopheric balloon ready-at-hand, they chose an air-conditioned Oldsmobile for convenience and comfort.

Driving from Port Arthur to El Paso, they followed the mighty Rio

Grande to Las Cruces and on to Albuquerque. Tim, still at the Cowboy and Indian Stage, was all bug-eyed and quite fascinated by the Pueblo Indian Villages where these early Americans still abide by rather primitive living customs.

Helen reports that all these new ranges with the fancy gadgets are not essential for the modern housewife; for out-door adobe ovens are still in style for baking bread. She also reported a situation in reverse. An adobe hut with a gleaming new air-conditioner protruding from the roof.

In Santa Fe, oldest Capital in the U.S. they visited the Governor's Palace, the State Capitol, and couldn't get over how 'unmodern' the city as a whole was. They saw the National Cemetery in Santa Fe which is described by many as one of the most beautiful sights in the city.

Next, Glorieta was visited where a Baptist encampment appears to be suspended from a mountain top, surrounded with a variety of colorful flowers and flowering shrubs. A water well sends its gleaming water flowing down rock formations with miniature water wheels high-lighting the scene.

They toured White Sands National Monument Museum in Alamogordo. The white sand looked like snow and against this the sky appeared to be ocean. This picturesque view was in striking contrast to the magnificent mountain ranges at Cloudcroft.



#### PROSPECTIVE ELECTRIC RANGE CUSTOMERS.

Helen Powell, Port Arthur T&D, brought back this picture of "Adobe Ovens for Pueblo Indian Wives" from a recent vacation she and her son, Tim, took throughout the Southwest. Looks as if here's a prospective customer for the Residential Sales boys.

Back to 'good ole Texas' and Six Flags in Dallas. A shooting in the streets of a Western Town was of special interest to Tim, along with the Trail Ride and La Salle Trip where you nearly get hit during a fierce battle. A canoe ride, where 'you gotta paddle your own canoe', was taken. Tim enjoyed being sung to by the "Queen of Crazy Horse Saloon", followed by a kiss on the cheek.

If Phineas Fogg had attempted this eight-day journey in his mighty balloon, chances are he would have lost his bet.

—By *Lorraine Dunham*

**I**N celebration of Keith McGee's fifth birthday, Momma and Daddy, the **V. V. McGees**, took him to Texas City to visit relatives and to Galveston to soak up some sun. However, Daddy says it's the last time he's going—seems the Galveston sunshine was a little too much for him and our Gulf Stater blistered a lovely shade of red. Mr. McGee is in the Appliance Repair Department in Port Arthur.

—By *Jo Anne Landry*

#### Mid — County

**I**T has been vacation time for the employees in the Mid-County office. **A. C. Handley**, district superintendent, visited his mother in New Orleans. **Mattie Gray** spent her vacation with her sister in Corpus Christi. **Audrey Cundiff** went to California and Arkansas for sight-seeing and relative-visiting.



**WEDDING RECEPTION.** Linda B. Oates, Port Arthur Accounting, became the bride of Charles M. DeCuir, Beaumont Sales, on June 20 in wedding ceremonies in the home of her parents. Shown at the reception are Mrs. Jim Boswell, matron of honor, Linda, Charles and Charles' father, C. G. DeCuir, supervisor of residential sales, Port Arthur. The newlyweds are now making their home at 112 South Second, Nederland.



W. M. "Mooch" Ingwersen spent his vacation on Rush Creek at Dam "B". G. K. Phillips put a new roof on his house and took part in the festivities surrounding his daughter's wedding.

Jack Goff and family made a camping trip to Inks Lake near Austin. K. D. Sistrunk went to the Smoky Mountains with a bus load of Boy Scouts. Charles Dattalo spent his vacation with the Marine Reserves.

—By Elizabeth Watley



**ETHELYN WILSON** is back after living in Houston for a year. She and her husband, **Lynn**, will be bowling again this season. Glad you're back, Ethelyn. And Bo, too.

**Wanda and John Charles West** took a trip to San Antonio for a few days on their vacation and visited Breckenridge Park while there.

A fun afternoon was had by several GSUers at a barbecue given by **Frank and Norma Peel** at their home July 4. They served "Carriba" (look it up) and chicken, with all the trimmin's. A softball game before and after for the young in spirit put some of us in fine condition for work the next day.

**Cole Vaughan** took a couple days of her vacation to visit a friend, **Tena Lee**, formerly of Beaumont in McComb, Mississippi. Cole has also been



**MATHEMATICIAN EMPLOYED.** Elizabeth B. Bobbitt, a recent graduate of Lamar State College of Technology, was employed June 24 as a mathematician in the Relay and Communications section of System Engineering, Beaumont.



**A SURPRISE MEETING.** Robert Todd and Johnny Sullivan, Beaumont Survey Crew, recently stopped at a grocery store in Hankamar, Texas, to trade some hot Cokes for some cold ones when they had a chance meeting with Jayne Mansfield on her way to Beaumont for a private party.

teaching Vacation Bible School at St. Andrew's Presbyterian Church.

**Betty Clark and Betty Closs**, spent a week at Galveston. Betty Closs is an employee in the Calvert office.

**Ruth Hardy** and her husband, **Billy**, went to McAllen to visit Nelwyn Nations and her husband, Gene. While there they went to Padre Island for a day and night. And they attended a bullfight in Mexico, in which, as usual, the bull lost. In fact three bulls lost! You'd think they'd let the poor bull win once in awhile so as to keep 'em guessing. Before you know it they, the matadors, and Perry Mason will hold the same record.

—By Shirley Noah

**LEONORA O'NEAL**, system home service director, Beaumont, honored Mrs. Katie D. Pruitt, retiring home demonstration agent for Jefferson County, with a reception in her home on August 3.

Invited were Mrs. Pruitt's co-workers and all members of the county home demonstration clubs.

Mrs. Pruitt held her post in Jefferson County for 22½ years and during that time organized 12 clubs affiliated with a central council and with the Texas Home Demonstration Assn.

**GALE and Clayton Arnold**, she's in System Industrial - Commercial Sales, he's in Accounting, left Beaumont on June 29 and traveled to New Orleans where they enjoyed the scenic sites on their vacation.

**Leroy Bodemann** and his wife, **Gloria**, vacationed in Florida. En route to Panama City, they stopped off to watch the porpoises perform at the Gulfarium in Fort Walton Beach. On the way home, they spent one night in New Orleans. The luxury of their new blue Chevrolet made their trip more comfortable.

—By Charlene Craigen

**J. T. PROTHRO**, Purchasing, and **T. E. Wier** of System Engineering, spent one week of their vacation at Camp Urland, near Woodville, with fifteen boys of Troop 38, Boy Scouts of America. Mr. Prothro is scoutmaster and Mr. Wier is committeeman for the troop.

Although the troop was reactivated less than a year ago, they made most of the honors during the June 23 to June 29 camping session. They were cited for their pioneering spirit and camping ability and were the first troop at Camp Urland to be awarded the title of "Masters of the Trail."

The "Masters of the Trail" plaque was awarded for making a total of seven troop hikes during the five full days of camp. Of these hikes, three were night hikes. In addition to the troop hikes, some of the boys made early morning hikes working on the Nature Merit Badge.

As soon as the boys were returned to their parents, Mr. Prothro and family left on a two-week camping





**TAKES LIFE EASY.** Hazel Johnson, Neches Station, tries out the maple rocker the folks at Neches gave her as she left the Company. Hazel is going to take life easy and will put the rocker to good use when the newcomer arrives at her home in September. She and her husband, Dan, have moved to Tyler where he will work for Superior Oil Company.

trip through the hills of Arkansas and Mr. Wier and his family camped for one week at Dam "B" Lake and Roll-over.

—By Bonnie Connor

**THE** 15th Floor Engineering Department is happy to have **Robert Peters** back at work. Robert is feeling much better.

**J. M. Geen** and son, **John**, spent a couple of weeks vacationing in Colorado. Unfortunately they were caught in a snow storm on June 16. They had an enjoyable time. **Mr. and Mrs. Jack Powdrill** and children, **Kathryn** and **Russell**, vacationed for two weeks in San Mateo. They visited his mother and toured San Francisco.

**E. C. Sperling** spent a two-weeks vacation in Idaho. While in Idaho he visited his sister. He enjoyed camping out in Yellowstone National Park. He came back through Dallas and Fort Worth and toured Six Flags.

**Muriel Hayes** and her mother visited relatives in Ohio. While on vacation they toured New York and had an enjoyable trip.

**E. P. Matherne** is in the hospital. He is feeling much better now and we hope to see him soon.

**Mr. and Mrs. A. M. Melancon** visited relatives in Memphis, Tennessee.

**Bernie McAda**, husband of **Nadine McAda**, was injured in a plane crash. Luckily, he wasn't hurt seriously, suffering a minor nose injury and bruises.

The parents of **Barbara Hubbard** have announced her engagement to **Don Livingston**. Barbara plans to be married August 23, at 11th Street Baptist Church.

**Lily and Ed Walters** enjoyed a week-end trip to Six Flags and a visit with relatives in Fort Worth.

**Mr. and Mrs. Bill Hollins** and children, **Ruthie**, **Freddie** and **Clark**, enjoyed two weeks vacationing in Asheville, North Carolina. They visited relatives and friends while there and enjoyed touring the Smoky Mountains.

—By Lily Walters

**VACATIONS** were the highlight again this month on the 18th floor.

**Flo Wenzell**, Operations, and family traveled to New Jersey to visit her parents. While there, they also visited her sister who lives near the beach which afforded a good opportunity for all to get a good suntan. On the way back to "good ol' Texas", a tour of Lookout Mountain was enjoyed.

**Mr. and Mrs. Merchant** and **Carolyn** motored to Dallas to meet **Mickey**. Their visit included a trip to Six Flags, which they all enjoyed.

**Mary Wiltshire**, Records, visited her parents in Aransas Pass for a week, reporting that she had a nice rest.

**Dora**, Productions, and **Wayne Brockett** and **Deena** spent a sun-filled week at Crystal Beach. Swimming, fishing, and "mostly sunbathing" lulled away the time.

**Betty Welsh**, Construction-Budget, **Avon Dumas**, Accounting, and **Betty Jo Lum**, General Accounting, reported—via postcard—that their trip to Mexico was really a blast. Acapulco,



**SUGAR AND CREAM, MY DEAR?** Charlotte Elizabeth, two-year-old daughter of **Bunch and Barbara Eads**, he's associate editor of **PLAIN TALKS**, is very busy as she quite properly pours coffee for her guest.



**OFF TO FLORIDA.** **Pat Sullivan**, engineer for **Stone & Webster** who has been at Sabine Station throughout its construction, tries out the new set of golf clubs presented him when he left for a new job in Florida. Making up the gallery are **C. A. Ibach**, superintendent, Sabine; **Clarence Rembert**, and **Tony Garcia**.

Mexico City, and points in between were visited.

**R. J.**, Engineering, and **Peggie**, Records, **Stout** attended the Reunion of the Class of 1952 of the Brazosport High School which was held in Freeport on the 20th of July.

The Records Department is welcoming a new employee, **Patsy Allen**, and bidding farewell to an old one, **Doris Moulton**. Best of luck to both of you!

—By Peggie Stout and Doris Moulton

## Winnie

**CLIFFORD MEAUX**, local serviceman in the Winnie-Stowell area, and his wife, and children, **Lamont** and **Karen**, vacationed in Kerrville, where Mr. Meaux participated in the Heart O' the Hills Invitational Golf Tournament.

## Orange

**RECENT** Orange District vacationers spent their time at various activities. **Travis Vincent** and his family enjoyed the beach and lots of fishing and swimming. Moss Lake was the scene where **Walter House** and his family spent a portion of their time. **Morris Johnson** and his family toured the San Antonio, San Marcos area reporting a very good time. Returning to his home town and visiting relatives

Plain Talks



was **Charles Degner** and his family when they made a trip to Witney, Texas, returning home by way of "Six Flags".

Spending most of their time fishing Sabine River, Sabine Lake and area places were **Bob Saide, Buck Wingard, E. R. Harrison, O. F. "Skeeter" Peveto** was brave enough to take four of his neighbor boys plus his own camping for several days and nights.

**Mr. C. R. Nantz** and **Mrs. Nantz**, attended the International Convention of Lions in Miami, Florida, recently. While there they not only saw the sights at Miami and enjoyed Lionism at its best, but they also saw a performance by **Liberace**.

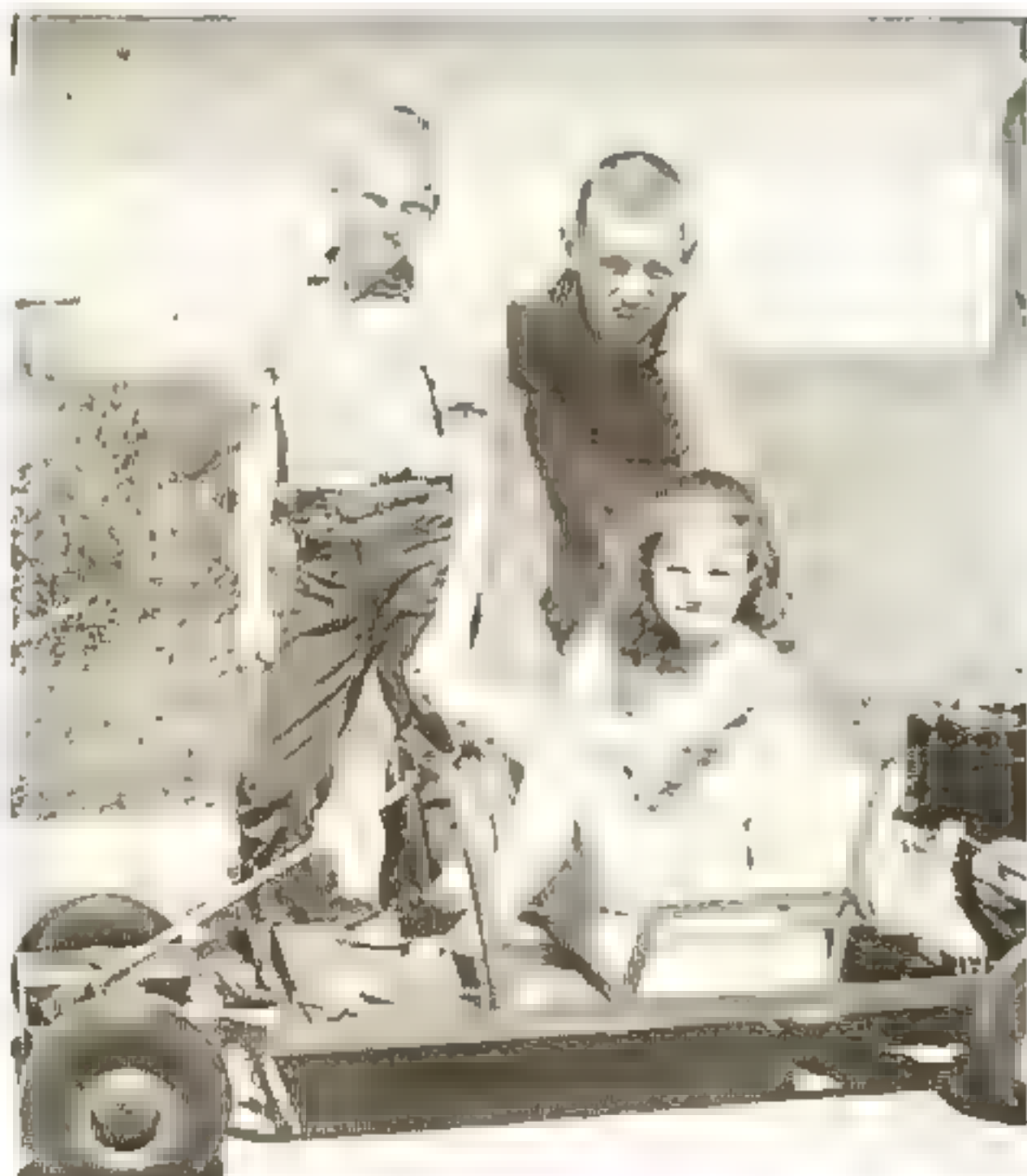
Finishing out the season in first place in the American Division of Orange Little League was **W. L. Armstrong's** team, the Eagles. They then beat the National Division first place team in a sudden death playoff to become the champions. Until this year, "Army" was always found behind the plate as an umpire, so this was a good record for the first time out.

**D. R. Jones**, Orange Line, is very proud of his twelve-year-old son, **Andy**, who was one of the boys picked on the Wesco League All Star Team.

—By *Davie Carpenter*

## Sabine Station

**EZRA GORDON**, master repairman, had a visit from his sister, **Mrs. Jack Berglind** of Detroit, Michigan. It was quite an occasion for they had not seen each other in 30 years. **Mrs.**



**ON THE GO.** **T. E. Hensley**, Neches Station, made this go-cart for his grandchildren, left to right, **Walter, Robert, and Carol Jean**. They are the children of **Rev. and Mrs. Robert H. Jonte** of Pearland, Texas.



**JUNE BRIDE.** **Ruby Cooper**, Orange Accounting, became the bride of **A. J. Brown** on June 21 in the **Mauriceville Baptist Church**.

**Berglind** and her family were honored by the **Gordons** at a picnic at **Wye Delta Park** in Orange.

**Tony Garcia** and his wife, **Norma**, enjoyed a week in Mexico. However, they needed a vacation after the vacation. Understand they did not get much rest; something about the night life in Mexico City.

Sabine has not been the same since **Pat Sullivan**, engineer for **Stone & Webster**, left for Florida. His surprise party left him speechless especially when the new set of golf clubs was rolled out.

The **Jim Derrs** have been to Pennsylvania to visit his family. They were even able to talk his mother and father into coming back with them.

Sure is strange to hear the clomp of other high heels around here. It has really been a pleasure to have **Peggie Stout** and **Fay Weeks**, from records, working with us. They even brought their fishing poles. Who says all women talk or play bridge on their lunch hour?

—By *Kay Zunker*

## Neches Station

**JEANETTE HALL**, daughter of **G. G. Hall**, general maintenance supervisor at Neches Station, has been awarded a graduate assistantship to the Indiana University School of Music, Bloomington, Indiana, for the 1963-64 school year by **Dr. Wilfred C. Bain**, Dean of the School of Music at Bloomington.

**Mr. Hall** and his wife will accompany **Jeanette** to Indiana over Labor Day weekend. **Miss Hall** studied under

**Joseph Truncale** at Lamar and plans to continue her study of voice and further her participation in opera at the University which is nationally known in the field of opera.

**Miss Hall's** roles in opera productions at Lamar include **Giovanna** in "Rigoletto", **Alice** in "Sunday Excursion", **Angelina** in "Trial by Jury", **Amelia** in "Amelia Goes to the Ball" and **Carmen** in "Carmen".

**ERNEST E. FIGARI**, son of **E. E. "Fig" Figari**, superintendent, Neches Station, was co-winner of the **Nathan Burkan Memorial Competition** at the University of Texas Law School.

Young **Figari** won \$175 in the contest which accepts papers by third year law students on some phase of copyright law. Held both locally at accredited law schools throughout the United States and on a national basis, the competition is sponsored by the American Society of Composers, Authors and Publishers.

The paper by **Ernest**, entitled "Is a Telecast of Literary Material a Publication in the Copyright Sense?", will be entered in the national competition. Also entered will be a paper of his co-winner, **Donald Lee Zimmerman** of Hereford, Texas.

**Rose O'Brien**, wife of **C. "Obie" O'Brien**, maintenance supervisor, received the "Yard of the Month" for



**A LARGE CATCH.** **Bill Burke**, residential sales representative, Calvert, holds the 18 pound, 14 ounce yellow catfish he caught in the Calvert Country Club Lake. This is the largest fish reported caught in the lake in several years. **Bill and Ray Smith**, meter reader in Calvert, recently caught a large number of fish and frogs while on a fishing trip to the Brazos River near Calvert.





**A HAPPY BABY.** Elizabeth Ann is the granddaughter of Mr. and Mrs. Phil Newman, superintendent of sales, Navasota. She is the daughter of Dr. and Mrs. Phillips Pierce Newman of Lake Charles.

July, an award presented by the Men's Garden Club.

**J. L. Gallier, Jr.**, repairman first class, was married to Dorothy Henley, on June 8 at St. Anne's Catholic Church in Beaumont.

**Flo McDonald** came to work at Neches on June 3. She and her husband, Linn, are both Beaumonters. He is presently with the United States Army paratroopers at Fort Campbell, Kentucky.

Neches Station said "farewell" to **Hal Ridley** who was transferred to Sabine Station and promoted to control operations foreman and said "welcome" to **Frank E. Hubbard, III**, of Port Arthur who came to work on July 8 as an operator's helper.

**A. J. Reaux** and **L. L. Thompson** are both recuperating from recent surgery. We are happy to hear that **Frank Danna** and **Bill Hale** have their wives back at home after both ladies had been hospitalized.

—By Betty Neville



**ONE** of the girls in Baton Rouge Accounting said "good bye" on August 2. **Carolyn Tircuit** will become a bride in a short time, although plans are not yet complete. We will certainly miss Carolyn, but we wish her lots of happiness in her new "career."

**Carol McCarley** was hired on July 30 to take Carolyn's place on the mail check desk. She is a recent bride herself.

We also have an "old-new" employee who came to work on July 26. She's **Irene Serpas**, who left us last November to join her husband in New Orleans, where he was working at the time. They moved back to Baton Rouge recently.

We usually have a lot of brides around here, but we seldom have grooms. **Alfred "Suppie" LeBlanc**, Credit and Collections, was married on June 15. The Accounting Department got together to give him a shower after work one afternoon before the wedding.

There have been several other rather "recent" weddings in our department. **Lois Milazzo** became Mrs. Holden, **Hazel Haviland** became Mrs. Malbrough, and **Nita Heaslip** married **Steve Street** of the Residential Sales Department.

—By Nancy Hoehn

**I**N the news again is **Vikki Leteff**, daughter of Mr. and Mrs. John A. Leteff. Vikki competed in the annual 4-H State Short-Course program held at Louisiana State University July 15-18. Along with approximately 50 other contestants from throughout the state, she entered in the Public Speaking Contest. Each contestant was required to make a five to seven minute speech on any topic. Vikki chose citizenship,



**BEAUTY ON PARADE.** Bonnie Sue, daughter of Mr. and Mrs. Jack Jordan, Cleveland, was an entrant in the annual beauty contest sponsored by the Cleveland Rotary Club at the opening of the swimming pool. Although she did not win the contest, she definitely added to the competition. Mr. Jordan is employed in the T&D Department at Cleveland.



**A YOUNG CHARMER.** Helen Carol is the daughter of Mr. and Mrs. John Hood. John is a repairman at Louisiana Station. Mrs. Hood worked at Louisiana Station as a departmental clerk for six years.

and her speech was entitled "Challenge to Americans." Vikki won the title of First Alternate in the Public Speaking Contest. She was also chosen Mistress of Ceremonies of the State 4-H Talent Show. Mr. Leteff is employed in the Gas Service Department.

—By Freda Hargrove

**ROBERT DAWSON** and his family vacationed in Santa Fe, Colorado Springs, and the Rocky Mountain National Park.

While in the Park, the Dawsons stayed in a cabin. It had a fireplace, for which they were very thankful, because at night the temperature was down in the 30's.

The Dawson family enjoyed the snow, and they saw plenty of it, as they were caught in a snow storm. Even that was pleasant, when they thought about all of the hot weather we have been having here.

After ten days of "really living," the Dawsons arrived home with a car bulging with souvenirs and happy thoughts.

**Albert Weimer** and his family vacationed in various places. They spent one week end at the GSU Fishing Rodeo at False River, where they caught quite a few fish and really had a good time.

Eight days of their vacation was spent in Florida, touring St. Augustine, Marineland, Daytona Beach, and Silver Springs.

Albert says they all liked Marineland best. There, they saw giant turtles, trained porpoises, a baby whale, and various other forms of water life.



The Weimer clan rested up while visiting relatives in Jackson, Mississippi. Then, they came home and went to New Orleans to hear the great Pete Fountain in a "Pops" concert, which they said was "out of this world."

All around, the Weimers report a most enjoyable vacation.

**W. P. Gautreaux** and his family also vacationed in Florida. They spent a day at Silver Springs and a day at Daytona Beach. Then, they went to Miami, where they stayed a week at the Aztec Motel, which is located right on Miami Beach. Most of their time was spent just lounging in the sun. Mr. Gautreaux said, "the scenery was beautiful, and the last day, I looked at the water. It was pretty, too."

While driving home, they passed several orange groves, which they said were really something to see. There were several areas where rows and rows of orange trees stretched along both sides of the road.

The Gautreauxs are now home and are back into the "old routine," but they are all sporting new tans.

**Elvie Cowart** and his family toured the western states in a 16 foot travel trailer, spending most of their nights in state and national parks.

They traveled through Texas, where they were caught in several storms,



**BUILDS BOATING AID.** Charles Brown, Louisiana Station, built this trolling motor for his boat during his lunch hour. He used a heater motor out of an Oldsmobile which runs on 6, 8 or 12 volt battery. It will run for about ten hours on one battery charge. Charles uses it for trolling or to correct the drift of the boat against the current. It attaches to the boat with a c clamp. He said that he could've bought a ready-built motor for about \$80. Building this one out of parts he picked up he made quite a saving.



**WHY AM I LAUGHING?** Ben Campo, meter reader supervisor, Baton Rouge, has no reason to be so happy. That motor doesn't belong to him. It was won by Alfred LeBlanc, Credit and Collections, Baton Rouge, who held the winning ticket in the fund raising campaign to finance the employees annual fishing rodeo. The drawing was held at the Short Circuit Club's picnic on June 15. Earlier that morning Alfred had married and left on his honeymoon.

consisting of wind, rain, and hail. They just missed a tornado in the Panhandle and had to spend the night parked at a service station because of the bad wind and rain it caused.

The Cowarts traveled through New Mexico and Arizona, where they saw the Painted Desert, the Petrified Forest, and the Grand Canyon. Then, they went into California through the Mojave Desert and on to the West Coast. While in California, our "modern-day pioneers" visited Disneyland, Knott's Berry Farm, and Sequoia and Yosemite National Parks.

Next, they went to the "wonderful world of Utah," where they saw colors they had never seen before, visiting Zion National Park, Bryce Canyon, and Salt Lake City.

The Cowarts also saw plenty of snow in the Rocky Mountain National Park and visited Colorado Springs. After three wonderful weeks, the Cowart family ambled home from a most eventful journey.

—By Freda Hargrove

## Louisiana Station

**A**MONG Louisiana Station employees enjoying vacations last month were: **Mr. and Mrs. J. D. Fleming**, who had a grand tour of the western United States. First they stopped in Dallas where they visited Six Flags. In Cannon City, Colorado, they visited

the Royal Gorge of the Arkansas River. Also while in Colorado, they visited Colorado Springs, Denver and Boulder City. Here they visited the Hoover Dam Power House. After leaving here, they went to Wyoming, visiting Laramie and Jackson Hole. They went to Grand Teton Park and Yellowstone National Park. Then to Nevada where they visited Las Vegas and then to Salt Lake City, Utah. After starting back toward Baton Rouge they visited Grand Canyon, Carlsbad Caverns, and Albuquerque, New Mexico. Another stop was in San Antonio, Texas and then back to the best place of all—Baton Rouge, Louisiana.

**Mr. and Mrs. H. G. Dupuy** also vacationed in the west. They visited Six Flags. In Cannon City, Colorado, they visited the Royal Gorge of the Arkansas River. At Colorado Springs they visited Pike's Peak, The Garden of the Gods and Seven Falls.

**Mr. and Mrs. R. H. Lawton** attended their annual family reunion at Pensacola, Florida. There were 91 in attendance and we understand that a grand time was had by all.

Also vacationing in Florida were **Mr. and Mrs. J. O. Bauman**.

Louisiana Station welcomes another new employee, **Rodney R. Ray**. Rodney graduated from Istrouma. He is married to the former Shirley Wilson. They have a son, Randy DeWayne.

Everyone enjoyed visits from two retired employees, **J. L. Gallup** and **P. F. Donaldson**.

—By Frances Heffner



## The Name's the Same

Recently **F. B. Stirling** from our Company had an appointment with a **Mr. Silver** from Southwestern Bell Telephone Co. in Baton Rouge. Although **Mr. Stirling's** name is spelled differently than the British word, **sterling**, both names have the same meaning. **Mr. Stirling** is right-of-way man for Baton Rouge Division.





Mr. and Mrs. Gary L. Johnson on the birth of their son, **Gary Lee Jr.**, who was born at St. Elizabeth's in Beaumont on July 22. Lee is with the mechanical maintenance department at Neches Station.

**Charlie Arisco**, Neches Station, on the birth of his grandson, **Michael Paul**, third son and sixth child of Mr. and Mrs. Robert Barnett of Groves, Texas.

Mr. and Mrs. **C. E. Draper** on the birth of their daughter, **Deidre Elizabeth**, in Beaumont on April 9 at St. Elizabeths' Hospital. Mr. Draper is employed in the Neches Station Test Department.

Mr. and Mrs. **Travis Bridwell**, Engineering, Beaumont, on the birth of their daughter, **Leslie Ann**, July 19, in Port Arthur's Park Place Hospital.

Mr. and Mrs. **John J. Window, III**, Roy S. Nelson Station, on the birth of their third son, **Kevin Niles**, June 30, in Memorial Hospital, Lake Charles.

Mr. and Mrs. **Howard Fussell**, he's a writer in Advertising, Beaumont, on the birth of their second son, **Howard Michael**, on July 7.



**JENNINGS CELEBRATES DIAMOND JUBILEE.** Here are some of the scenes that could be seen in Jennings, Louisiana, as the city celebrated the 75th anniversary of its founding with a two day jubilee on June 7 and 8. Jennings, a city that has appeared in **PLAIN TALKS** a number of times as Louisiana's "Cleanest City", was incorporated on May 2, 1888, but the people decided to celebrate at their own convenience.

The city owes its beginning to **S. L. Cary**, a native of Iowa, who was a railroad agent for the Southern Pacific Railroad. Mr. Cary wrote letters to family and friends in Iowa describing the area. Later he was named "colonization agent" by the railroad and he drew more northerners, discouraged by the bitter cold winters, to the land of "sunshine and flowers."





## Who owns Gulf States?...These people do.

They are among the hundreds of holders and representatives of holders of Gulf States common stock who attended the 1963 annual shareholders' meeting.

Like most folks, they know Gulf States is not owned by city, state or federal governments. They realize

that GSU is owned by people like themselves, from all walks of life. They know that money they invest in Gulf States stock is used to pay for the power plants and transmission lines that are necessary to keep your electric service plentiful, dependable and reasonably priced.



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*Dear Uncle Sam:*

**May we ask  
about an item  
on page 167?**



UNDER "Rural Electrification Administration" an item calls for \$425,000,000 in loans to rural electric cooperatives.

And by referring to previous editions of your budget book, we note that this amount has been steadily increasing over the past several years.

Yet electricity now flows throughout rural America. To accomplish this, investor-owned power companies like ours worked together with co-ops financed by the Rural Electrification Administration (REA), a lending bureau of the Federal Government.

In short, the mission of getting electricity to rural America has been, for all practical purposes, accomplished.

What then explains the continually increasing expenditures of the REA?

We realize this is not a simple, black-and-white matter. But we do believe this item ought to be carefully evaluated.

REA loan money that cost Uncle Sam four per cent interest, is put out at two per cent interest, and co-ops pay no Federal income tax. Are loans

being offered under these conditions to encourage the building of generating plants and transmission lines where they are not needed?

Are REA appropriations being used contrary to the intent of Congress to help develop a Federal power system?

Are REA-financed co-ops being urged to expand and serve urban and industrial customers not contemplated by the original authorization?

We have two reasons for urging a close examination of these matters. First, we have worked with the co-ops harmoniously and in the public interest for many years. And in the interests of continuing that excellent relationship, we believe a clear understanding of what the REA in Washington is trying to do will help both the co-ops and ourselves.

Second, Uncle Sam, you're asking us citizens for more than hundred billion dollars this year, and even that won't pay the bills. So shouldn't every non-essential expense be eliminated? To paraphrase a saying, if we look after the millions, the billions will take care of themselves.